

Priorities Committee Meeting_Oct23_2018

REPORT FOR INFORMATION**Municipal Census Update and Summary of 2018 Results****Report Purpose**

To provide Priorities Committee with an update on the Municipal Census and a summary of the 2018 Municipal Census results.

Our Prioritized Strategic Goals

Governance Requirement

Goal 2 - Manage, invest and plan for sustainable municipal infrastructure

Goal 6 - Provide facilities and services that are available and accessible to residents

Report

The Municipal Census is conducted in accordance with Section 57 of the *Municipal Government Act*.

On an annual basis, Alberta Municipal Affairs produces an Official Population List (OPL) that contains the most recent population figures for all Alberta incorporated municipalities. The official population of a municipality for any given year is the count from that municipality's most recent federal or municipal census. The list is used by the province for calculating grant funding.

The municipal census provides an opportunity to update our population count. Having current population figures helps to ensure the County receives an appropriate share of federal and provincial funding. For example, the Gas Tax Fund (GTF) and the Municipal Sustainability Initiative (MSI) take population into account and provide significant funding to Strathcona County. These dollars help to build and revitalize our local public infrastructure, such as facilities and roadway.

Legislative and Legal Services conducted a municipal census on May 1, 2018. The 2018 census reports Strathcona County's total population at 98,381. Strathcona County's population has grown by 2.9% over three years.

The table below provides a comparison of the 2018 municipal census to the 2015 municipal census:

	2015 Municipal Census Population	2018 Municipal Census Population	% Growth between 2015 & 2018
Total	95,597	98,381	2.9
Urban	68,782	71,332	3.7
Rural	26,815	27,049	0.01

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Strathcona County's census collection method is a combination of on-line and door-to-door using paper forms. The table below lists the historical on-line response rates:

Census Year	On-Line Response Rate
2009	52.17%
2012	45.95%
2015	50.8%
2018	51.8%

Summary of 2018 Census

The 2018 Census was led by Legislative and Legal Services (LLS) with the support of several other County departments including:

- The GIS Branch worked closely with Planning & Development Services to update and maintain the address list utilized during the census. GIS created detailed maps for use by Census Office staff and enumerators.
- The Communications department created a communications strategy which included signage, advertising, and developing any products used to promote resident participation in the census.
- Facility Services provided the Census Office set-up, including telecommunications, furniture, and print & mail services.

Residents had the ability to provide their census data using the following options:

- Online between May 1 and May 13
- Over the phone through the duration of the census project
- In person via door-to-door enumeration between May 15 and June 18

Conducting the census requires a significant level of effort over a relatively short period of time. The effort is led by two permanent staff members supported by other temporary staff and census workers, including:

- 5 Census Area Supervisors
- 1 Administrative Assistant
- 8 Call Centre workers
- 115 Census workers

Enclosure 1 provides a summary of the challenges that were experienced in conducting the 2018 census. To address these items, LLS will undertake a comprehensive review of our current census processes and modernize the municipal census. The scope of the review will include discussions with internal departments, review of method, tools and processes used for collection, and development of a plan to increase participation. A list of the outcomes of the review including expected benefits and value are listed in Enclosure 2. The goal is to implement a new paperless, fully electronic collection program that will result in increased online participation and a decrease in door-to-door collection for the 2020 municipal census.

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Use of Census data

The 2018 census data will be used to support the ward boundary review conducted pursuant to GOV-002-032: Ward Boundary Review Policy and motion 2016/211 passed by Council on June 21, 2016 directing Administration to conduct a ward boundary review following the 2018 municipal census. At the November 13, 2018 Priorities Committee, LLS will be presenting a summary of the census data which will include:

1. A breakdown of the current population and eligible voters by ward and voting subdivision;
2. Current levels of deviation from the mean population and eligible voters per ward; and
3. Identification of potential wards that will require adjustments before the 2021.

Council and Committee History

December 4, 2017 Council approved the 2018 budget which made provisions for conducting a municipal census in 2018.

Other Impacts

Policy: n/a

Legislative/Legal: The *Municipal Government Act* allows Council to conduct a census.

Interdepartmental: Information Technology GIS Services, Planning and Development Services, Facility Services

Master Plan/Framework: A current and accurate population count ensures the County receives the maximum amount of per capita based government grants applicable. County departments utilize census data to plan and deliver municipal services and programs, as well as planning elections and carrying out ward boundary reviews.

Enclosure(s)

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| 1 | 2018 Municipal Census Challenges |
| 2 | Census Data Collection Modernization |