

**Information**

**SEPTEMBER 9, 2019, REGULAR COUNCIL MEETING**

**CENSUS DEBRIEF**

**PURPOSE:**

The following report is to inform and update Council of the Census project that was conducted from April 1 to June 30, 2019.

**BACKGROUND:**

The Town of Coaldale conducted a census this year. Council approved a \$25,000 budget for this project in 2018. I am pleased to report that the census came in \$7,087 under budget at a total cost of \$17,913.

The last municipal census was completed in 2013 and the last federal census was conducted in 2016 with a population count of 8,215. With three years of growth since that time – along with the 1500 acres of land added to the town boundaries as a result of annexation in 2018 – we increased by 476 residents to a total population of 8,691, or a 5.8% growth. The next federal census will be conducted in 2021.

Although increases in population can lead to higher costs for certain expenses indexed according to per capita funding formulas, these increases pale in comparison to the potential growth in provincial and federal grant dollars that are also calculated through per capita formulas. In turn, this helps to support future transportation networks, schools, parks, utilities and fire protection facilities as well as services to our community. For the census conducted, we anticipate an average of \$230 grant dollars for every resident counted. With our current population and assuming current funding streams continue, this equates to \$109,480 in grant dollars that goes right back into our community.

**OVERVIEW:**

All residences were mailed a PIN letter on March 29, 2019, that informed the resident that they could enter their census online by providing the unique PIN identifier, or they could come into Town office and provide the information in person or they could call Town office and provide the information over the phone.

The Town was divided into six zones, primarily determined by neighborhoods. Seven enumerators were hired to cover the six zones. The census information was collected electronically on tablets, eliminating the need to carry paper and allowing immediate and accurate reporting for daily and end results.

Enumerators travelled door-to-door starting April 8, 2019 and concluded June 30, 2019. It was the Town goal to have 100% completion in the census project and I am pleased to report that we met that goal.

### **STATISTICAL INFORMATION:**

- There are 3,420 dwellings with 1,368 online dwelling responses or 40% (or 3,832 residents)
- The most popular available times to collect census information from residents was between 6:00 p.m. and 7:00 p.m.
- There were 5 refusals to complete the census.

### **CENSUS QUESTION LOGIC:**

#### Age of each resident:

0-4 = 667

5-9 = 676

10 – 14 = 631

15 – 19 = 462

20 – 24 = 456

25 – 29 = 568

30 – 34 = 583

35 – 39 = 564

40 – 44 = 517

45 – 49 = 388

50 – 54 = 434

55 – 59 = 552

60 – 64 = 496

65 – 69 = 428

70 – 74 = 357

75 and over = 663

Prefer not to answer = 249

**Total: 8,691**

#### Gender of each resident:

- Zone 1 = 417 Female, 396 Males, 30 Prefer Not to Answer
- Zone 2 = 701 Females, 739 Males, 32 Prefer Not to Answer
- Zone 3 = 1,317 Females, 1,241 Males, 172 Prefer Not to Answer
- Zone 4 = 583 Females, 590 Males, 49 Prefer Not to Answer
- Zone 5 = 534 Females, 530 Males, 46 Prefer Not to Answer
- Zone 6 = 608 Females, 644 Males, 62 Prefer Not to Answer
- **Total: 4,160 Females, 4,140, 391 Prefer Not to Answer = 8,691**

#### Do you have working smoke alarms on each floor of your residence?

Yes = 2,826

No = 102

Prefer not to answer = 143

What is your **usual way** of obtaining information about Town projects, land use matters, recreation and cultural offerings?

Email = 256

Website = 398

Newspaper = 250

Social Media = 847

Direct Mail Outs = 1,094

Prefer Not to Answer = 226

What is your **preferred way** of obtaining information about Town projects, land use matters, recreation and cultural offerings?

Email = 539

Website = 383

Newspaper = 184

Social Media = 720

Direct Mail Outs = 998

Prefer Not to Answer = 247

**PUBLIC ENGAGEMENT:**

Residents were encouraged to enter their census information online. Municipal Affairs required 370 random phone calls be made to those residents that provided a phone number during their door-to-door census, as a quality assurance verification of the information. All 370 phone calls were made prior to the August 31, 2019, deadline.

Final statistical information was reported to Municipal Affairs on August 28, 2019.

Results will be posted on the Town website.

**RECOMMENDATION:**

1. THAT Council receive the Census debrief report as information.

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Respectfully Submitted:

Lana Unger  
Census Coordinator