

GUELPH & WELLINGTON COUNTY

VitalSigns®

TAKING THE PULSE OF OUR COMMUNITY

RELEASE DATE:
JANUARY, 2018

*Report updated
February 20, 2018*

INSIDE:

WHAT DO THE
NUMBERS SAY
ABOUT US?

THINGS TO
CELEBRATE
THINGS TO
IMPROVE



VitalSigns®

A COLLABORATIVE APPROACH

WHAT IS VITAL SIGNS?

Vital Signs provides a meaningful, high-level snapshot of strengths and challenges in Guelph and Wellington County. Vital Signs is an invitation to engage in important community conversations. What are some of our strengths and weaknesses? How do we position ourselves for the future? How do we ensure everyone in our community has equal opportunity to be happy, to be healthy and to thrive?

The Vital Signs project was a collaborative partnership between The Guelph Community Foundation, Toward Common Ground, and The Community Engaged Scholarship Institute at The University of Guelph.



Photo credit: Lianne Carter

GUELPH & WELLINGTON COUNTY'S VITAL SIGNS 2017/2018

OUR DEEPEST THANKS TO EVERYONE WHO HELPED MAKE THIS REPORT POSSIBLE:

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THANK YOU TO OUR SPONSORS



THE OAKTREE PROJECT, A COMMUNITY-BUILDING INITIATIVE BY THE MACTAGGART FAMILY

The Oak Tree Project strengthens the roots of our community by supporting the core operations of local charities. Each year The Oak Tree Project explores a different focus in order to help stimulate conversations and engagement to build community, and provide funding for worthy projects. For more information visit oaktreeguelph.ca

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The Guelph Community Foundaton is committed to improving the quality of life in our community today and for generations to come. We inspire giving and care for the assets entrusted to us. We invest in people, ideas and activities that strengthen our community.

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Tel: 519.821.9216 Website: guelphcf.ca
Registered Charitable #867278350 RR0001

The Guelph Community Foundation exists within the traditional and ancestral territory of the Mississaugas of the Credit.

WE ARE A PROUD MEMBER OF



Photo credit: Lianne Carter

COVER PHOTO: THE PIN NETWORK ORGANIZED 150 VOLUNTEER COMMUNITY MEMBERS TO CREATE THIS ALLEY MURAL UNDER THE GUIDANCE OF LOCAL ARTIST MEREDITH BLACKMORE. IT COMMEMORATES CANADA'S 150TH AND RECOGNIZES THE IMPACT OF VOLUNTEERISM WITHIN OUR COMMUNITY.

THIS REPORT ONLY SCRATCHES THE SURFACE LEARN MORE

Refer to the data portals for additional information. A digital copy of this report is available on our website guelphcf.ca/communityinitiatives/vitalsigns

Join the conversation using #VitalSignsGW

Facebook: facebook.com/guelphcf.ca

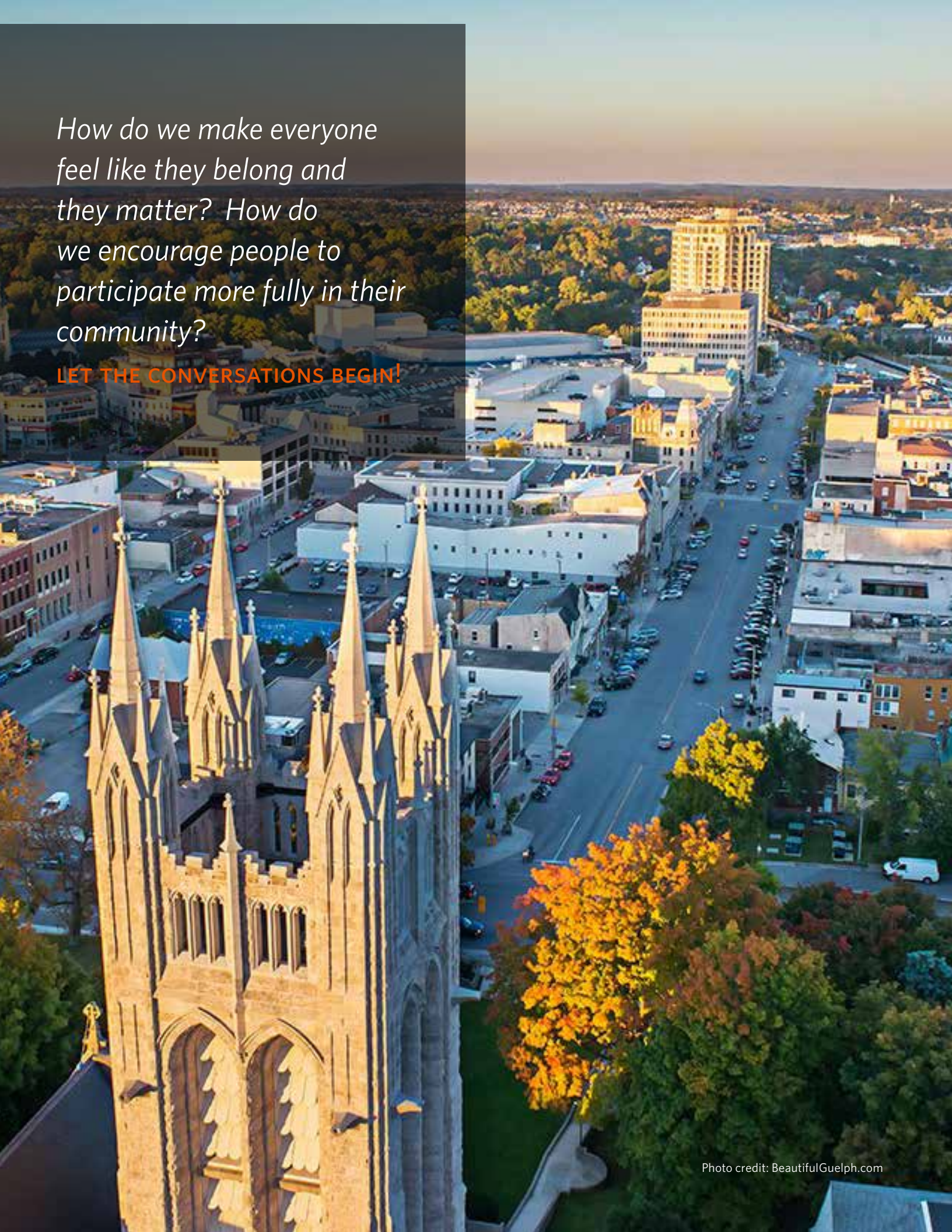
Twitter: @guelphCF and @towardcg

Linkedin: guelphcommunityfoundation

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How do we make everyone feel like they belong and they matter? How do we encourage people to participate more fully in their community?

LET THE CONVERSATIONS BEGIN!



We are pleased to present Vital Signs 2017/18: A snapshot into life in Guelph and Wellington County

About Vital Signs

When The Guelph Community Foundation was born in 2000, so too was the vision for its enduring legacy. Growing endowed funds create a perpetual stream of income to support the community forever. Research helps guide our understanding of the needs and the strengths in our community. And, leadership helps forge new partnerships and find new opportunities.

This Vital Signs report is such a partnership. In collaboration with Toward Common Ground – a partnership of 13 local social and health service organizations and the University of Guelph’s Community Engaged Scholarship Institute (CESI), Vital Signs provides a meaningful, high-level snapshot of strengths and challenges in Guelph and Wellington County. Toward Common Ground centralizes data and information about our community. They also bring people together to address local gaps and needs related to social and health well being.

Most importantly, Vital Signs is an invitation to engage in important community conversations across Guelph and Wellington County. For example, over the next year, the City of Guelph will use the Vital Signs report as baseline community research and a conversation prompt as it collaborates with partners and citizens to develop a Community Plan (more details on page 24).

What are some of our strengths and challenges?

We are fortunate to live in this extraordinary part of the country, and of the world. Our local economy is diverse, median incomes are high, and unemployment is often the lowest in the country. The environment is beautiful and healthy. Our communities are safe. People are active and many feel like they belong.

At the same time, many people face barriers that prevent them from fully participating in everything our community has to offer. Thousands of people struggle with housing

affordability. Others face mental health or mobility issues. Some of our teens’ literacy scores are declining; and one in three kindergarten students is vulnerable in at least one aspect of their early development.

Local impact for global change

In 2016, The United Nations launched its Sustainable Development Goals, representing a global vision for a thriving and sustainable planet. We have the opportunity to consider our challenges and strengths within a global context; and to consider how our efforts to make Guelph and Wellington a thriving and sustainable community are part of a global movement for a better world (more details on page 22).

How to use this report

We invite you to dig into this report. Share it. Talk about what it really means. Explore more data in the Toward Common Ground portal. Think about what’s most pressing and what we can do about it. Find your passion and join or support the many local organizations and programs that are addressing these and other needs.

Vital Signs pushes our community to ask “what?” “so what?” and “now what?” How do we position ourselves for the future? How do we ensure everyone in our community has an equal opportunity to be happy, to be healthy and to thrive? Where do we want Guelph and Wellington County to be in five, ten and twenty years?

We hope Vital Signs gives you a new perspective. We hope it surprises you. We hope you’ll talk to us about how you can make a difference.



Chris Davison, Board Chair
The Guelph Community Foundation



Sheila Markle, Chair
Toward Common Ground

VITAL SIGNS DATA

Data for Vital Signs comes from primary research sources with support from Toward Common Ground (TCG), the University of Guelph's Community Engaged Scholarship Institute, Community Foundations of Canada and The Guelph Community Foundation. Wherever possible, data specific to Guelph and Wellington County are presented separately.

Data Sources

Information has been drawn from a number of sources, including Statistics Canada (Census, Labour Force Survey, Canadian Community Health Survey), Canada Mortgage and Housing Corporation (CMHC), Wellington-Dufferin-Guelph Public Health, Education Quality and Accountability Ontario (EQAO) and other local, provincial and national sources.

Limitations

Data about Guelph and Wellington are available within different geographic boundaries. In some cases, datasets are released only at the CMA (Census Metropolitan Area) or CA (Census Agglomeration) levels. The Guelph CMA is made up of Guelph-Eramosa, Puslinch and City of Guelph. Centre Wellington is classified as a CA.

In other cases, data is available only for the City of Guelph and not Wellington County. And at times, we can't separate Guelph from Wellington. We've tried our best to present the most relevant data and the geography that makes the most sense but we were limited by what was available to us. Similarly, we are missing data about certain issues and populations. For instance, we have very little about people who identify as indigenous and nothing about our LGBTQ2+ community. We are aware of these (and many other) data gaps and have done our best to present a fulsome snapshot of our community with the information available to us.

Conversations and Resources

If you feel strongly about a topic that needs more profile, let's talk. We have outlined some conversation-starting questions on page 25 of this report that you may find helpful. We welcome your ideas about Vital Signs, about collaboration and about where we go from here.

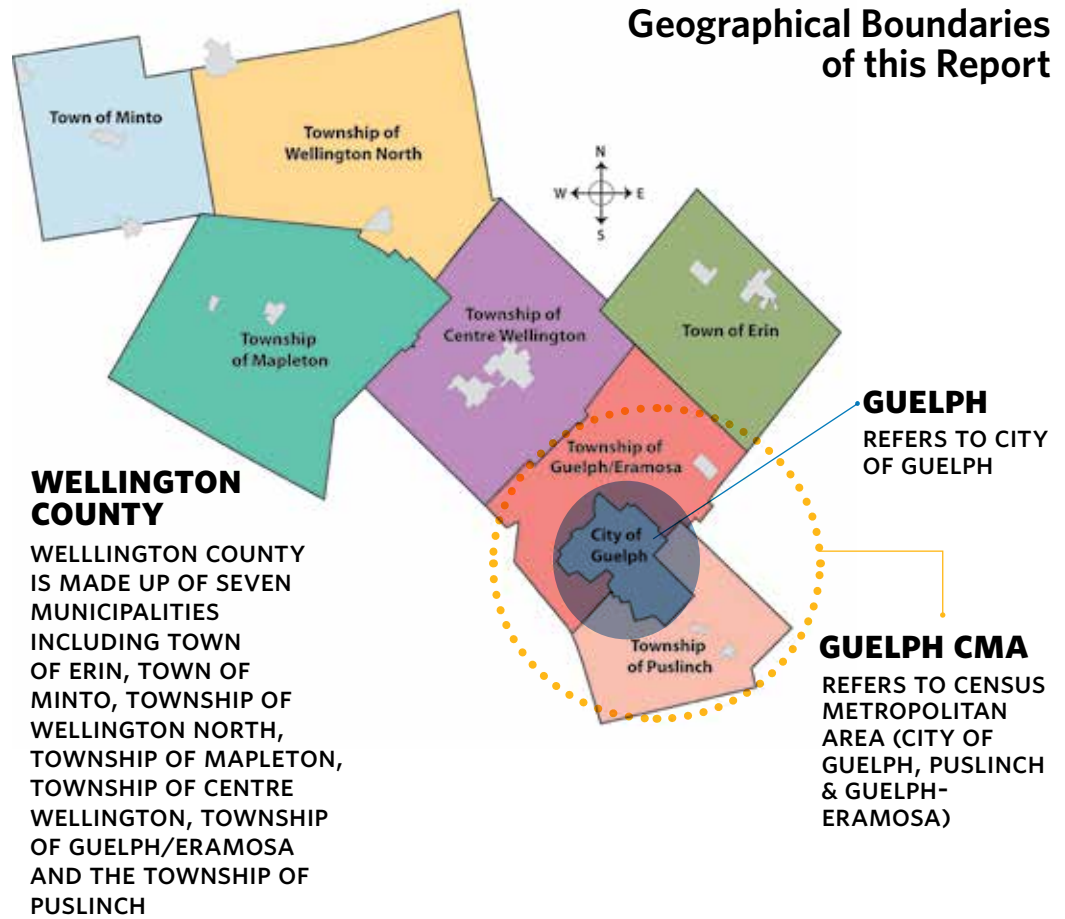
There are many resources in our community, including the University of Guelph, Wellington Dufferin Guelph's Report Cards on the Well-Being of Children and Toward Common Ground that may already have answers or can help you find them. For information about Centre-Wellington specifically, read our sister foundation's Vital Signs at cwcfoundation.ca/vitalsigns



Photo credit: Peter Kelly



Geographical Boundaries of this Report



Map Source: The Corporation of the County of Wellington

DATA PORTALS



Want to dive deeper into the data provided in this report? You are invited to visit two easy-to-use data portals that present the latest local data.

Toward Common Ground data portal:
towardcommonground.ca

The Children's Report Card data portal:
wdgreportcard.com

OUR COMMUNITY SNAPSHOT



A GROWING
POPULATION

IN 2016 THE
POPULATION OF
GUELPH WAS ¹

131,794

IN 2016 THE
POPULATION OF
WELLINGTON
COUNTY WAS ¹

90,932



DEMOGRAPHIC
HIGHLIGHTS

WELLINGTON COUNTY HAS A HIGHER
% OF PEOPLE OVER THE AGE OF 65

WELLINGTON
COUNTY
18%

GUELPH
15%

COMPARED TO ONTARIO AND CANADA AT 17% ¹

47,025 = **21%** OF THE
POPULATION
OF GUELPH
AND
WELLINGTON
COUNTY
PEOPLES BETWEEN
THE AGE OF 50 - 64

Since 2011 Guelph & Wellington County's
POPULATIONS HAVE GROWN¹

WELLINGTON **4.9%**

CITY OF GUELPH **8.8%**

This is compared to:

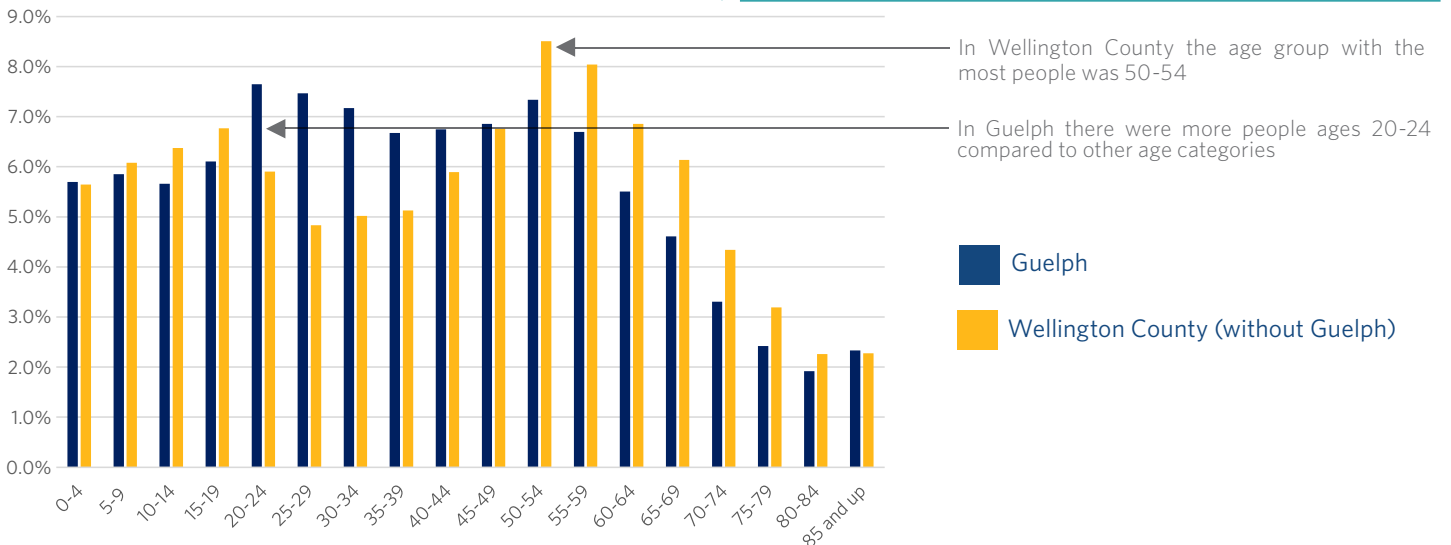
ONTARIO **4.6%**

CANADA **5.0%**

OVER
6,500
PEOPLE IDENTIFIED AS
INDIGENOUS
IN GUELPH & WELLINGTON COUNTY IN 2016 ²

= **3%** OF THE
POPULATION OF GUELPH
AND
WELLINGTON COUNTY

% OF POPULATION BY AGE GROUP (GUELPH & WELLINGTON, 2016)¹





DIVERSE
BACKGROUNDS



DIFFERENT
SKILL SETS



RESIDENTS IMMIGRATED TO CANADA¹



GUELPH

MANUFACTURING
AND EDUCATION ARE
THE



**TWO
LARGEST**
SECTORS¹

14,310
PEOPLE IN
MANUFACTURING

8,575
PEOPLE IN
EDUCATIONAL
SERVICES

WELLINGTON COUNTY

MANUFACTURING
AND RETAIL ARE THE



**TWO
LARGEST**
SECTORS¹

7,905
PEOPLE IN
MANUFACTURING

4,775
PEOPLE IN
RETAIL TRADE



HAVE A MOTHER TONGUE THAT IS
NEITHER ENGLISH OR FRENCH
(2016)³

TOP 5

PLACES OF BIRTH FOR RECENT IMMIGRANTS

WELLINGTON COUNTY:

Mexico, Syria,
The Philippines,
The UK and India

GUELPH:

The Philippines, India,
China, Eritrea and
Vietnam

(Arrival from 2011-2016)¹



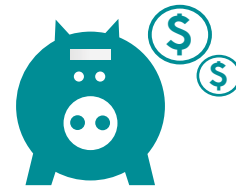
OUR COMMUNITY SNAPSHOT



UNEMPLOYMENT IS LOW AND MEDIAN FAMILY INCOMES ARE GOOD

Annual unemployment rates in Guelph CMA* are consistently lower than provincial and national rates.^{4,5}

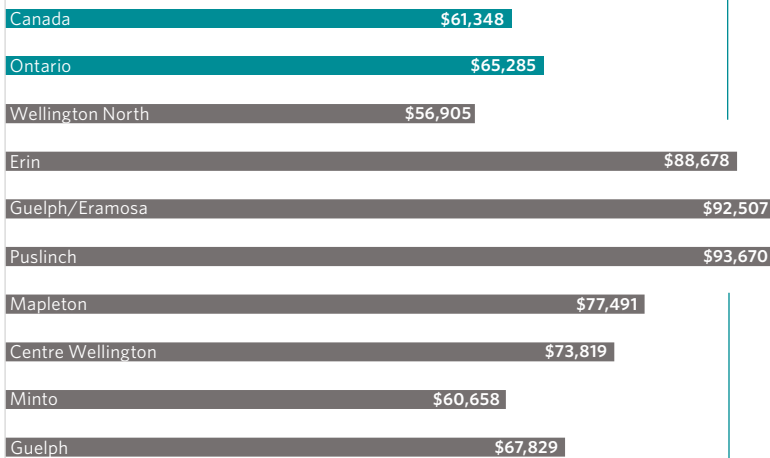
YET



THOUSANDS STRUGGLE FINANCIALLY

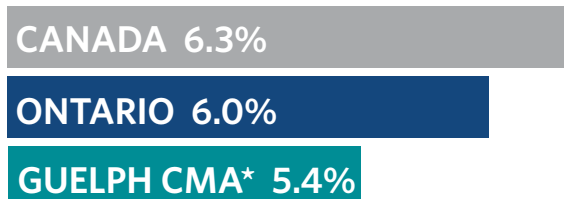
Although below provincial and national averages, 11.1% of people in Guelph and 8.9% in Wellington County live below poverty levels.¹

MEDIAN AFTER-TAX HOUSEHOLD INCOME VARIES BY AREA COMPARED TO ONTARIO AND CANADA (2015)^{6,7}



In Wellington County, median after-tax household incomes were highest in Puslinch, Guelph/Eramosa and Erin, and lowest in Wellington North and Minto.

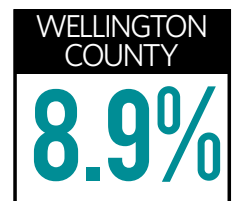
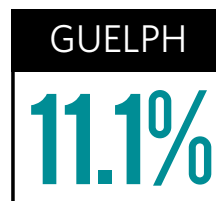
GUELPH CMA UNEMPLOYMENT RATES ARE LOWER THAN THE ONTARIO AND CANADA AVERAGE (2017)^{4,5}



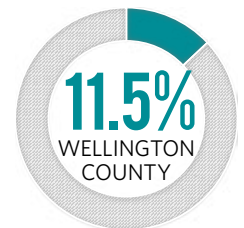
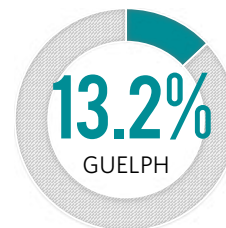
* CMA is defined on page 7 of this report

To see more data about our community visit the TCG portal at towardcommonground.ca

PEOPLE LIVING IN POVERTY¹

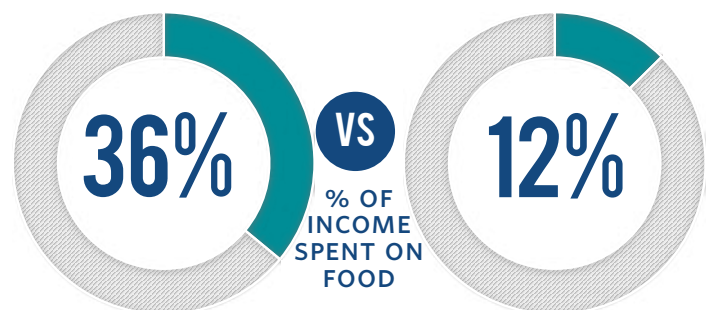


CHILDREN LIVING IN POVERTY¹



JUST UNDER **ONE IN 4** LONE-PARENT FAMILIES LIVE IN POVERTY IN THE GUELPH CMA⁹

LOW INCOME FAMILIES SPEND A HIGHER % OF THEIR INCOME TO BUY HEALTHY FOOD⁸ (2017)



FAMILY OF 4 WITH INCOME FROM ONTARIO WORKS

FAMILY OF 4 WITH MEDIAN INCOME

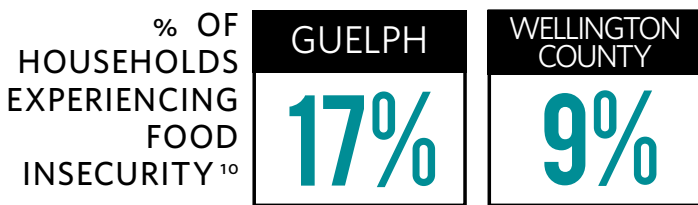


WE HAVE FOOD SECURITY ISSUES

From 2012-2014, 17% of households in Guelph faced some level of food insecurity (from worrying about running out of food to skipping meals). In Wellington County it was 9%.¹⁰



A HEALTHY BASKET OF FOOD FOR A FAMILY OF 4 IN 2017 COST **27% MORE** THAN IT DID IN 2009 (THE FIRST YEAR DATA WAS COLLECTED)⁸



“When people live in households without enough food, they are **more likely to report poor or fair health, limitations to activity, more than one chronic condition** (such as heart disease, diabetes, high blood pressure and food allergies), to **suffer from major depression and to lack social support.**”¹⁷

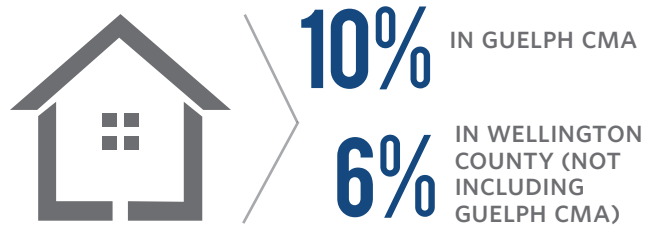
AND



WE HAVE SERIOUS HOUSING CHALLENGES

In 2017, the vacancy rate for Guelph was 1.2% and for Centre Wellington it was 2.2%. Historically, vacancy rates in both communities have been consistently below the minimum 3% vacancy rate needed for a healthy rental market.^{11,12}

% OF HOUSEHOLDS IN CORE HOUSING NEED (STRUGGLING WITH HOUSING THAT IS NOT ADEQUATE, SUITABLE OR AFFORDABLE) 2011¹³



While this is better than provincial and national rates (approximately 13%)

AT RISK:

SOME PEOPLE ARE MORE LIKELY TO LIVE IN CORE HOUSING NEED, SUCH AS:¹³

RECENT IMMIGRANTS
PEOPLE WITH ACTIVITY LIMITATIONS
PEOPLE WHO LIVE IN INDIGENOUS HOUSEHOLDS

IN APRIL 2016 AT LEAST **295**

PEOPLE IN GUELPH AND WELLINGTON COUNTY WERE HOMELESS¹⁴

70 OF THESE WERE YOUTH AGE 16 - 24 YEARS OLD

“THE PROBLEM OF ACCESSIBLE AND AFFORDABLE HOUSING IS COMPOUNDED FOR THOSE WITH DISABILITIES, ILLNESSES, SUBSTANCE ABUSE OR PREVIOUS TRAUMA.”¹⁵

EDUCATION



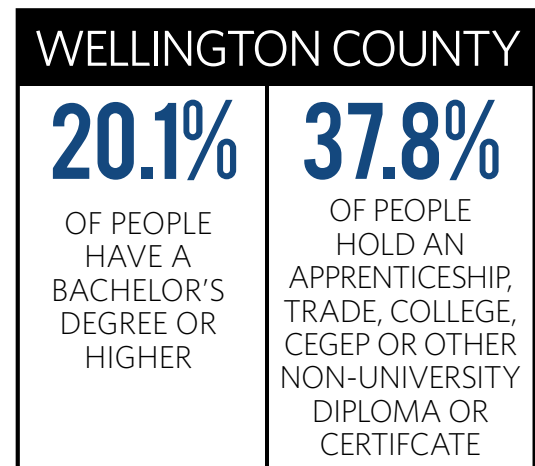
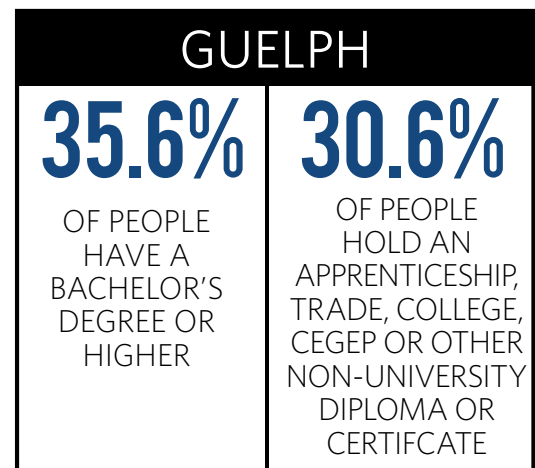
Photo credit: Guelph Neighbourhood Support Coalition - Grange Hill East

Education is related to better health, a longer life^{16,21} and better living standards²¹ – for current and future generations. With the fast pace of change, artificial intelligence and globalization, life-long education has never been more important.

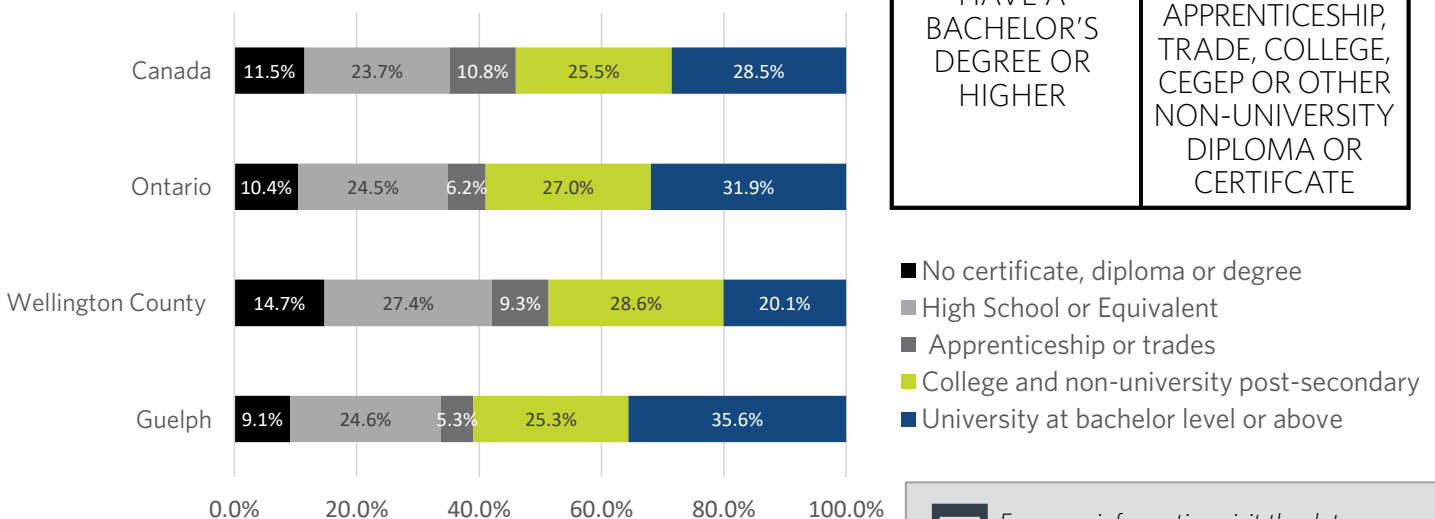
OUR STRENGTH

- We are an educated population

WE ARE EDUCATED



HIGHEST LEVEL OF EDUCATION COMPLETED (AGED 25 - 64, 2016)¹



For more information visit the data portal towardcommonground.ca

OUR CHALLENGE

- Despite an educated population, we have education vulnerabilities

24.6%
GUELPH

27.4%
WELLINGTON COUNTY

9.1%
GUELPH

14.7%
WELLINGTON COUNTY

% OF PEOPLE THAT HAVE A HIGH SCHOOL DIPLOMA OR EQUIVALENT AS HIGHEST LEVEL OF EDUCATION¹
ONTARIO AVERAGE = 24.5%

% OF PEOPLE THAT HAVE NO CERTIFICATE, DIPLOMA OR DEGREE¹
ONTARIO AVERAGE = 10.4%

LITERACY

GRADE 10 LITERACY SCORES HAVE STAYED CONSISTENT IN GUELPH & DECLINED SLIGHTLY IN WELLINGTON COUNTY SINCE 2011/2012¹⁸

EARLY CHILDHOOD

1 IN 3

SENIOR KINDERGARTEN CHILDREN ARE VULNERABLE ON AT LEAST ONE EARLY DEVELOPMENT INSTRUMENT DOMAIN¹⁹

32.4% IN GUELPH
29.5% IN WELLINGTON COUNTY

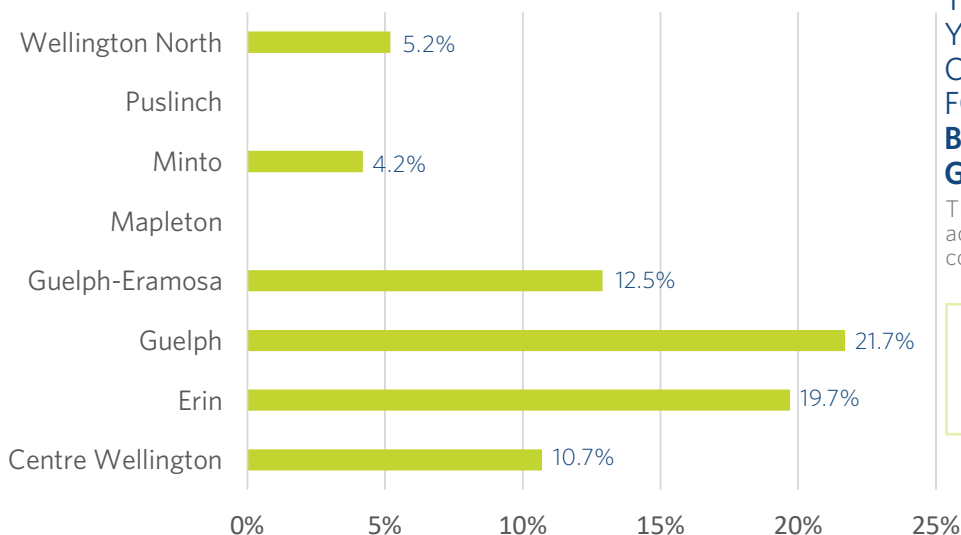


CHILDREN ARE VULNERABLE



WHEN THEY STRUGGLE WITH LANGUAGE, COGNITIVE DEVELOPMENT, COMMUNICATION, AND/OR SOCIAL, PHYSICAL OR EMOTIONAL HEALTH⁵⁶

ADEQUATE CHILD CARE PROVISION FOR CHILDREN BIRTH UP TO 4 YEARS



THERE ARE FULL TIME, FULL YEAR CENTRE-BASED LICENSED CHILD CARE SPACES AVAILABLE FOR **0% TO 22% OF CHILDREN BIRTH UP TO 4 YEARS IN GUELPH AND WELLINGTON**²⁰

The availability of spaces does not ensure access, as each Wellington municipality covers a large geographic area.



Experiences in the first years of life impact learning, behaviour and health across a lifetime.⁶⁰

HEALTH



Photo credit: Jean Lefebvre, Elora Gorge

Education, income, employment, food security, access to housing and social networks: these are the foundation of good physical and mental health.²¹ At the same time, a person's health is connected to educational attainment, employment, income and ability to participate fully in society.



OUR STRENGTH

- Overall, we are active
- Generally, we are in good health

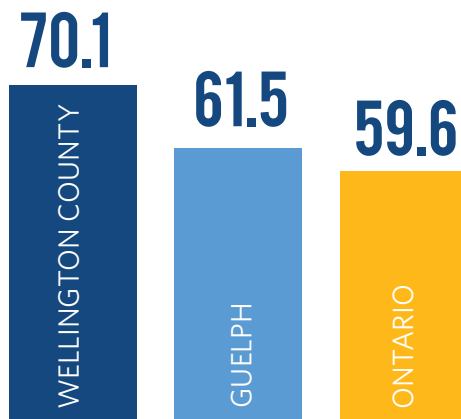


12-19 YEAR OLDS
ESPECIALLY IN
WELLINGTON COUNTY
ARE MUCH MORE
ACTIVE THAN THE
PROVINCIAL AVERAGE²²

WE ARE IN GOOD OR EXCELLENT HEALTH

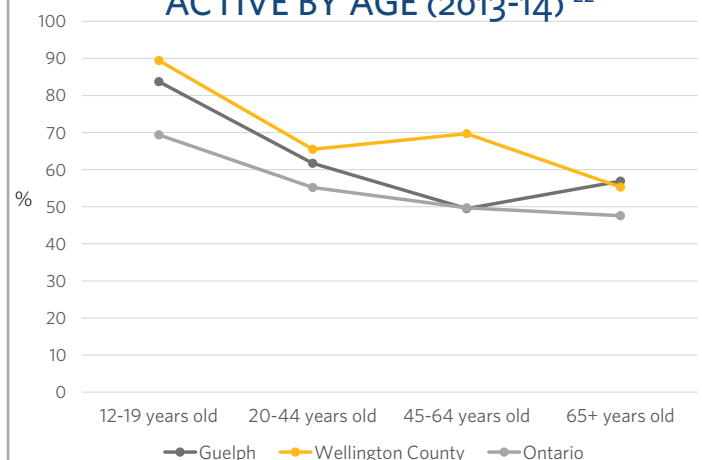
A higher percent of Wellington County residents rated their physical health as very good or excellent, compared to Guelph which was in line with Ontario averages.²³

% OF RESIDENTS WHO RATED THEIR PHYSICAL HEALTH AS VERY GOOD OR EXCELLENT (2013/2014)²³



Activity rates dropped during the 20-44 year stage of life. In Guelph, they continued to decline in the 45-64 year range, whereas in Wellington County they rose.²²

% OF PEOPLE WHO REPORTED BEING MODERATELY ACTIVE OR ACTIVE BY AGE (2013-14)²²



OUR CHALLENGES

- Some of us struggle with obesity
- Some of us have a health issue that limits our activities
- Decrease in “very good” or “excellent” mental health ratings in Guelph
- Some struggle with substance use

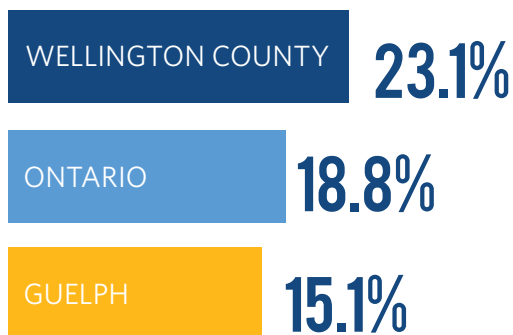
HEALTH



PEOPLE IN WELLINGTON, DUFFERIN AND GUELPH HAVE A **PHYSICAL OR MENTAL HEALTH ISSUE** THAT **LIMITS ACTIVITIES** AT HOME, WORK, SCHOOL OR IN THE COMMUNITY ²⁵

OBESITY

MANY STRUGGLE WITH OBESITY ²⁴



% of population 18+ considered obese (2011-2014)

▶ OLDER AGES STRUGGLE

WELLINGTON COUNTY

GUELPH

OVER 65

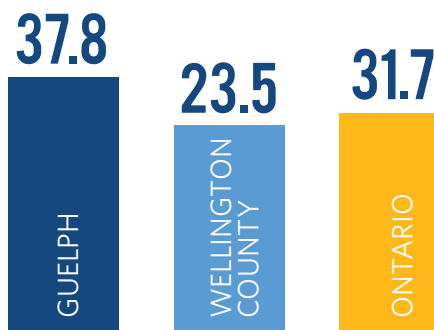
THIS AGE GROUP WAS LEAST LIKELY TO RATE THEIR MENTAL HEALTH AS VERY GOOD OR EXCELLENT (63.6%) ²⁶

POSITIVE MENTAL HEALTH RATINGS FOR **45 TO 64 YEAR OLDS**

were notably below the provincial average (2013/14) ²⁶

SUBSTANCE USE

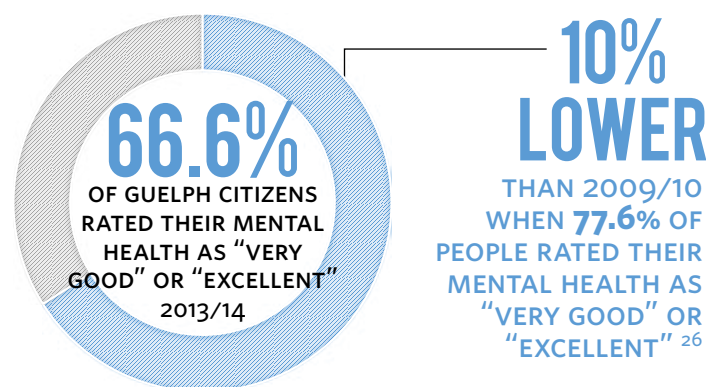
EMERGENCY DEPARTMENT (ED) VISITS FOR OPIOID POISONING RATE PER 100,000 PEOPLE (2016) ^{57,58}



In general, compared to Ontario between 2003 and 2016, **GUELPH HAD HIGHER RATES OF ED VISITS FOR OPIOID POISONING, WHILE WELLINGTON COUNTY HAD LOWER RATES**

People in Guelph & Wellington County are **MORE LIKELY TO TAKE PART IN HIGH RISK DRINKING** when compared to Ontario residents ⁵⁵

MENTAL HEALTH



POSITIVE MENTAL HEALTH RATINGS BELOW PROVINCIAL AVERAGE FOR GUELPH

ONTARIO'S AVERAGE WAS

70.6%

WELLINGTON COUNTY RATES HAVE BEEN STABLE AROUND **76%** SINCE 2007/08

COMMUNITY VITALITY



Photo credit: Sharp Goat Photography

Many factors attract us to a community and make us feel like we belong.

OUR STRENGTHS

- We help each other and donate generously
- We live in safe communities where many people feel they belong

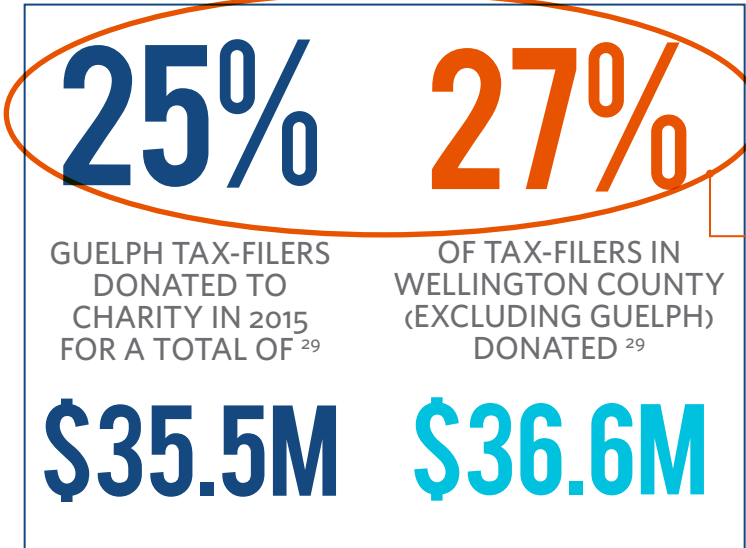
90%

OF PEOPLE LIVING IN THE GUELPH CMA DESCRIBE THEIR NEIGHBOURHOOD AS A PLACE WHERE **NEIGHBOURS GENERALLY HELP EACH OTHER** ²⁷

The importance people place on knowing their neighbours is clearly related to sense of belonging in one's city or town and highly correlated with belonging in their neighbourhood. ²⁸

↑ THAT'S **HIGHER** THAN ONTARIO'S **22%** AND CANADA'S **21%** ³⁰

A GIVING & HELPFUL COMMUNITY



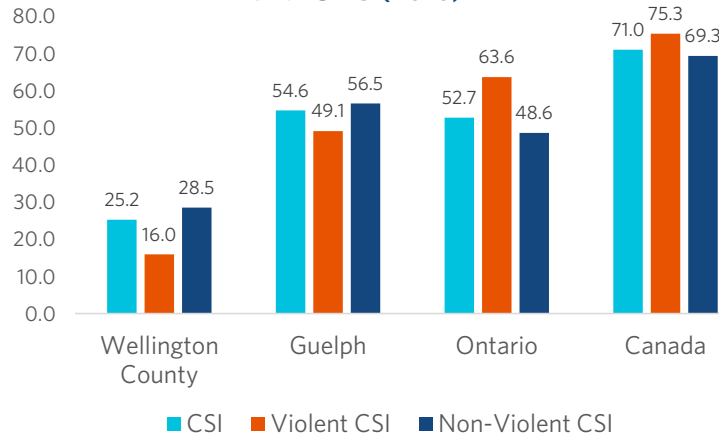
OVERALL, OUR COMMUNITY IS SAFE

WELLINGTON COUNTY



CSI in Wellington County is half that of Guelph & Ontario

CRIME SEVERITY INDEX VALUES (2016)^{31,32}



CRIME SEVERITY INDEX - CSI

CSI measures both the number of crimes and how serious they are

COMMUNITY BELONGING

3 OUT OF 4

RESIDENTS OF GUELPH (73%) AND WELLINGTON COUNTY (75%) HAD A **SOMEWHAT OR VERY STRONG** SENSE OF COMMUNITY BELONGING IN 2013/2014³⁴

GUELPH



THE INCREASED CSI RATE FOR GUELPH IS RELATED TO AN INCREASE IN NON-VIOLENT CRIME, SUCH AS VEHICLE THEFT³³

GUELPH'S VIOLENT CSI VALUE IS AMONG THE **LOWEST** IN THE COUNTRY WHEN COMPARED TO CITIES THAT ARE SIMILAR IN SIZE OR BIGGER, AND IS FAR BELOW THE CANADIAN VALUE OF 75

BUT



OUR CHALLENGES

- Not everyone feels like they belong
- Local democratic participation needs improvement
- Non-violent crimes (including vehicle thefts) have risen over the last few years

LOCAL POLITICS
ONLY **3-5 OUT OF 10**

ELIGIBLE VOTERS TURNED OUT ACROSS LOCAL MUNICIPALITIES IN THE 2014 MUNICIPAL ELECTION³⁷

1 IN 3

RECENT IMMIGRANTS (WHO WERE SURVEYED) FELT **OUT OF PLACE** AT WORK, SCHOOL OR IN THEIR NEIGHBOURHOOD DUE TO THEIR **CULTURE, LANGUAGE, RACE OR RELIGION**³⁸

1 IN 16

Wellington County Councillors are women. In Guelph, women make up 1 in 3 councillors^{35,36}

ENVIRONMENT

From the air we breathe and the water that fuels us, to the parks and trails that bring us closer to nature and to one another, our environment – and our role in protecting it – plays a critical role in our personal and community wellbeing.



OUR STRENGTH

- We value our environment
- Our air quality is good

2 MILLION

TREES PLANTED

IN WELLINGTON COUNTY, MAKING IT THE

LARGEST MUNICIPAL TREE PLANTING PROGRAM

IN NORTH AMERICA⁴⁰

SINCE 2004, UNDER THE GREEN LEGACY PROGRAM

GUELPH REPORTED
LOW RISK AIR QUALITY



THE CITY'S GOAL IS TO DIVERT **70%** OF RESIDENTIAL WASTE BY 2021⁴⁵

OUR CHALLENGES

- Residential waste diversion rates could be higher



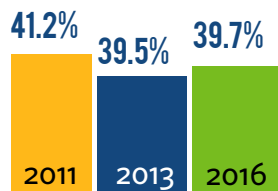
WASTE DIVERSION

WELLINGTON COUNTY

WELLINGTON COUNTY RESIDENTIAL DIVERSION RATE OF

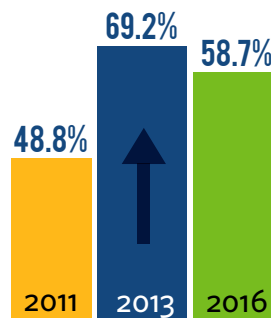
39.7%

IN 2016 WAS **BELOW THE AVERAGE** FOR SIMILAR RURAL REGIONAL MUNICIPALITIES (44.6%)⁴⁴



GUELPH

RESIDENTIAL WASTE DIVERSION RATES ROSE FROM 2011⁴⁴



THIS IS AMONG THE **BEST IN ONTARIO**

AND THE BEST FOR MEDIUM URBAN MUNICIPALITIES **BUT THESE RATES HAVE SLIPPED SINCE 2013**⁴⁴

GETTING AROUND



Photo credit: University of Guelph

OUR STRENGTHS

- Guelph has added more bike lanes
- Wellington County has connective trails
- Guelph citizens have shorter commutes

GUELPH HAS

2x

MORE ON-ROAD BIKE LANES NOW THAN IN 2009 FOR A TOTAL OF ⁴¹

70 km

IN WELLINGTON COUNTY, THE ELORA CATARACT TRAILWAY CONNECTS TOWNS AND VILLAGES WITH

47 km

OF TRAIL ⁵⁹



IN 2016 THE AVERAGE WORKDAY COMMUTE FOR GUELPH RESIDENTS WAS SHORTER

THAN THE NATIONAL AVERAGE ^{42,43}

23.9
MINUTES

VS

26.2
MINUTES

OUR CHALLENGE

- Walking and biking rates are low

WALKING OR BIKING TO SCHOOL

ONLY

4 IN 10

GRADE 7 STUDENTS

AND FEWER THAN

1 IN 4

GRADE 10 STUDENTS

IN GUELPH REGULARLY WALKED OR BIKED DURING THE 2014-2015 SCHOOL YEAR ⁴⁷

FROM 2015 TO 2017 GUELPH TRANSIT RIDERSHIP DROPPED ⁴⁶



4.6%

BUT

SINCE THE END OF 2017 RIDES HAVE BEEN BACK ON THE RISE

TOTAL TRIPS IN 2017 ⁴⁶

6,090,486

LEISURE, CULTURE & RECREATION



Photo credit: Lianne Carter

As individuals, leisure and culture help us express ourselves, learn new skills, stay fit and build belonging. As a society, social offerings are among the top three factors for community attachment, along with openness and a community's beauty. ⁴⁹

OUR STRENGTHS

- We're active
- We love our libraries
- We have access to great cultural events and opportunities

THE ARTS CONNECT

CANADIANS WHO RATE
ARTS, CULTURE
AND **LEISURE** IN
THEIR CITY OR TOWN AS
"EXCELLENT"

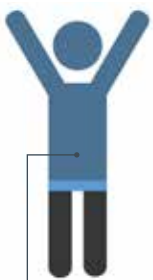
ARE
2X

MORE LIKELY TO REPORT A
"VERY STRONG"
SENSE OF
BELONGING

TO THEIR CITY OR TOWN,
COMPARED TO THOSE

WHO RATE IT
AS **"POOR"** ⁵⁰

WE ARE ACTIVE IN LEISURE TIME



**10%
HIGHER**
THAN
ONTARIO
AVERAGE ⁴⁸

ALMOST
2/3
OF RESIDENTS
OVER 12 WERE
**MODERATELY
ACTIVE OR
ACTIVE** IN
THEIR LEISURE
TIME
IN 2013/14 ⁴⁸
IN WELLINGTON
COUNTY
(INCLUDING
GUELPH) **63.5%**

2%

OF PEOPLE IN GUELPH
& WELLINGTON COUNTY
**WORK IN ARTS,
ENTERTAINMENT
AND
RECREATION** ¹

PEOPLE WHO
REGULARLY GO OUT TO
**HEAR LIVE MUSIC,
USE THE LIBRARY
OR REC CENTRE** HAVE
A **STRONGER SENSE OF
BELONGING** THAN THOSE
WHO SAY THAT'S "NOT
REALLY ME" ⁵⁰

LIBRARIES ARE WELL USED

GUELPH

WELLINGTON COUNTY

RANKED

#1

FOR TOTAL CIRCULATIONS PER CAPITA AMONG ONTARIO LIBRARIES SERVING SIMILAR SIZE COMMUNITIES IN 2015 ⁵¹

RANKED

#3



CIRCULATION PER CAPITA IS MORE THAN

2x

THE ONTARIO AVERAGE ⁵¹

ALMOST

1.5x

THE ONTARIO AVERAGE ⁵¹



57,282

ACTIVE LIBRARY CARD HOLDERS

28,021

ACTIVE LIBRARY CARD HOLDERS

CANADIANS RANK LIBRARIES AS **THE MOST IMPORTANT**

CULTURAL VENUES IN THEIR COMMUNITIES ⁵⁴

PROGRAM ATTENDANCE

PER CARD HOLDER

IN WELLINGTON COUNTY

IS MORE THAN **DOUBLE** GUELPH'S ATTENDANCE (1.66 COMPARED TO 0.83) ⁵¹



BUT

LIBRARIES IN GUELPH & WELLINGTON COUNTY OFFERED FEWER PROGRAMS PER CAPITA THAN OTHERS ACROSS THE PROVINCE AND **ATTENDANCE WAS LOWER** ⁵¹



TOP 10



Photo credit: Ken Gee

GUELPH RANKED AMONG THE **TOP 10 CITIES**

FOR NUMBER OF **CULTURE DAY EVENTS**

among cities its size in 2017, 2016 and 2015 ⁵²



OUR CHALLENGES

- We aren't attending as many library programs as people in other communities
- Income levels influence participation



INCOME INFLUENCES PARTICIPATION

INCOME OVER \$100K

53.5%

INCOME UNDER \$40K

24.3%

Guelph families with incomes over \$100k participated in sports organizations at **more than twice the rate** of families with incomes below \$40k ⁵³

GUELPH FAMILIES WITH INCOMES BELOW \$40K ARE

ALMOST **4X**

MORE LIKELY TO SAY THAT COST IS A BARRIER TO PARTICIPATE ⁵³

SUSTAINABLE DEVELOPMENT GOALS

INTERNATIONAL FRAMEWORK, LOCAL RESPONSIBILITY

The **United Nations Sustainable Development Goals** (SDGs) were launched in 2015 after three years of negotiations between 193 countries. They represent the world's collective vision for a thriving and sustainable planet. The 15 year plan includes 17 goals and 169 accompanying targets, with a completion goal of 2030.

The SDGs are universal and connect cities and towns all across the world. For Guelph and Wellington County, they help us connect our efforts locally to create change as part of a big picture. In particular, SDG 11 is aimed at achieving sustainable communities.

The Global Goals recognize that ending poverty and ensuring global prosperity must go hand-in-hand with strategies that build sustainable communities. To reach these goals, community foundations, and philanthropy more broadly, have an important role to play alongside

government, civil society and the private sector.

Through Vital Signs and other philanthropic initiatives, we have an opportunity to connect what is happening in our communities to a global agenda for action. The grassroots approach of Vital Signs to collect data, spark conversations and inspire civic engagement offers an opportunity to understand well being trends in our community in the context of global well being goals.

Nationally, Statistics Canada will begin to track and align their data with SDGs in 2018.

For more information on the Global Goals for Sustainable Development visit sustainabledevelopment.un.org





“Foundations who view the goals as essential and urgent calls to action for every sector, will have a clear way of connecting their own local efforts to broader humanitarian goals.”

2016 COUNCIL ON FOUNDATIONS AND SDG FUNDERS REPORT, FROM GLOBAL GOALS TO LOCAL IMPACT: HOW PHILANTHROPY CAN HELP ACHIEVE THE U.N. SUSTAINABLE DEVELOPMENT GOALS.

VitalSigns®

WHAT NEXT?

Where do we go from here?

Vital Signs is an easy to read snapshot of local data and information intended to spark meaningful community conversations. What you do with this information is up to you as a community member, policy maker, community developer, volunteer or donor. What's your passion? How can you improve our community within your circle of influence? What can we all do to make a difference?

Examples of how Vital Signs will be used:

1. The Guelph Community Foundation's Grants Committee will be referencing the report findings as they establish their criteria for grant applications for 2018. For more detail visit guelphcf.ca/grants/grantprograms
2. The City of Guelph will use this report to inform community conversations across the city. The information they gather will be used to identify priority areas for their Community Plan. Join the conversation and share your thoughts and ideas. Dates can be found at guelph.ca/communityplan
3. The Oak Tree Project (The Mactaggart Family), a local initiative that supports the core operations of local charities, will be aligning their 2018 focus with the findings in this report. For more details, please visit oaktreeguelph.ca

Looking for more data?

If you are interested in finding more data and information about Guelph & Wellington County or digging deeper into what you've read in this report, there are data portals available for your use.

Data portals:

towardcommonground.ca and wdgreportcard.com

Electronic version of this report:

guelphcf.ca/communityinitiatives/vitalsigns

Citizen Satisfaction Survey:

If you would like to go beyond the statistics and data in this report to find out what people say about belonging, safety and living in Guelph, visit the 2017 Citizen Satisfaction Survey results at guelph.ca/TheCount

Share it

Share and inspire the community as you connect Vital Signs to your work, participate in a community conversation, or have stories to share that support what is in this report.

Facebook: [@GuelphCF](https://www.facebook.com/GuelphCF) [#VitalSignsGW](https://www.facebook.com/VitalSignsGW) [#VSBelonging](https://www.facebook.com/VSBelonging)

Twitter: [@guelphCF](https://twitter.com/guelphCF) and [@towardcg](https://twitter.com/towardcg) [#VitalSignsGW](https://twitter.com/VitalSignsGW)

LET THE
CONVERSATION
BEGIN





How do we build on our strengths, help those who are struggling and position ourselves to be a thriving community in the future?

CONVERSATION STARTERS

Education

- Are we a community that supports lifelong learning?
- How do we ensure everyone - including people who are vulnerable - have access to education?
- How do we ensure children are in nurturing environments during their early years to support their learning, positive behaviour, physical and mental health?
- What role does education play to address the coming changes in the economy?

Health

- What's behind the decline in self-rated mental health in Guelph and higher levels of positive self-rated mental health in Wellington County?
- What do those of us with limited mobility need to fully participate in our community?
- What makes it easier for people to have a healthy lifestyle?
- How do we remove barriers to the social determinants of health?

Community Vitality

- How do we make everyone feel like they belong and matter?
- What populations are invisible in our community?
- What needs to happen for more people to participate in our democracy?
- How do we come together as a community to ensure that everyone is meaningfully included and has what they need to thrive?

- How does language diversity effect our community?
- How do we meet the needs of people who are aging in our community?
- What is at the root of the increase in non-violent crime in our city?
- How do we ensure decisions about our community are informed by diverse voices and experiences?

Environment

- How can we reduce waste?
- Why does active transportation decline in high school?
- What would entice local commuters to embrace public transit?
- What works for green transportation in rural communities?

Leisure, Culture & Recreation

- Do we place enough importance on the human, social and economic value of leisure, culture and recreation?
- How do we increase arts, culture and recreation opportunities?
- How do we ensure everyone in the community can benefit from them?
- How do we make sure we have leisure, culture and recreational activities that engage young people?

*Photo credits (from left): Becca Clayton The SEED Hub
Sunrise Therapeutic Riding and Learning Centre
Guelph Neighbourhood Support Coalition
Eramosa Centre: Canadian Seniors our Roots our Future
Grand River Conservation Foundation*



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community
lifts us
where we **UP**

belong

#VitalSignsGW #VSBelonging



The Guelph Community
FOUNDATION
guelphcf.ca

WITH GRATITUDE AND RECOGNITION TO ALL WHO CONTRIBUTED TO THIS PROJECT:

RESEARCH SUPPORT:



Toward Common Ground



**COMMUNITY
ENGAGED
SCHOLARSHIP
INSTITUTE**

FUNDING SUPPORT:

**UNIVERSITY
of GUELPH**

the **OAKTREE** project
The MacTaggart Family

THE TOWARD COMMON GROUND PARTNERSHIP IS MADE UP OF THE FOLLOWING ORGANIZATIONS:



YMCA - YWCA of Guelph



United Way
Guelph Wellington
Dufferin



**COMMUNITY
ENGAGED
SCHOLARSHIP
INSTITUTE**