

REQUEST FOR PROPOSAL

PROPOSAL: **Drumheller Community Social Needs Assessment**

DATE: **November 3, 2022**

INITIATOR: **April Harrison, Manager, Community Development & Social Planning**

DATE PROPOSAL REQUIRED:

YEAR: **2022** MONTH: **December** DAY: **6** TIME: **2:00 PM Local Time**

Submit Proposal via email to: purchasing@drumheller.ca

with the subject line: **"RFP - Drumheller Community Social Needs Assessment"**

Submissions must be in PDF format and no larger than 100MB in total. Zip files will not be accepted.

This Request for Proposal document is comprised of:

- RFP General Instructions
- Schedule A – Evaluation Criteria
- Schedule B – Detailed Scope of Work & Deliverables
- Schedule C – Background Information

If you do not have all of these components the RFP package is incomplete - please contact the Initiator.

Your firm is invited to submit a Proposal, pursuant to the general conditions for the scope of work as described. This Proposal shall not be considered authorization to proceed with work herein described. All Procurement processes must comply with Town of Drumheller Purchasing Policy C-09-20.

SECTION #1 – SUMMARY OF SCOPE OF WORK:

The Town of Drumheller invites Proposals for the provision of support to analyze new and existing qualitative and quantitative data and produce a Community Social Needs Assessment Report, to include recommended actions and 5-year workplan. The components will include:

- A review of the 2017 Community Social Needs Assessment data and resulting actions.
- Analysis of the research and community engagement data gathered in 2022.
- A Community Social Needs Assessment report to include:
 - An overview of the above and identified needs.
 - An overview of successful approaches/practices being used by similar communities to address these needs.
 - Recommended actions & 5-year workplan.
 - Potential funding sources.

- The scope will **NOT** include undertaking the community engagement portion of this work as this will be conducted by the Town.

Proponents should refer to **Schedule B for a detailed description of the Scope of Work and Deliverables**. The information requested should be included in the Proponent's Proposal.

SECTION #2 - PROPOSAL FORMAT:

Through the information provided in your Proposal, the Evaluation Committee expects to gain an in-depth understanding of the Proponent's experience, capabilities and capacity to provide the requirements outlined in **Schedule B - Detailed Scope of Work & Deliverables**. To assist in receiving similar and relevant information, the Town asks that Proponents provide detailed information to the itemized list below and follow the same format and numbering system.

1. **Cover Page:** referencing project title and reference number and key company contact information.

2. **Table of Contents:** with page numbers referenced.

3. **Objectives & Deliverables:**
 - a. Provide a narrative that illustrates an understanding of the project requirements including Objectives and Deliverables, as outlined in Schedule B.
 - b. Outline any proposed augmentations to the Terms of Reference to ensure that the Objectives of the project will be fully met.

4. **Methodology:** To include project schedule, approach and methodology.
 - a. Describe the general approach and methodology that the Proponent would take in performing and managing the Project.
 - b. Describe and break down the proposed timeline for each phase and/or work item.

- c. Describe any additional processes in your approach that may improve long term quality, or increase efficiency and/or sustainability and explain why such processes are recommended.
- d. Include a Communication Plan that states the frequency and method of communicating project progress to the Town and other identified stakeholders.

5. Experience, Qualification & References: The intent of this RFP is to obtain proposals from Proponents that demonstrate their experience and expertise in the key items listed below:

- Preparing community social needs assessments or relevant reports, with significant experience in collecting and analyzing qualitative and quantitative data relating to social needs.
- Establishing SMART short, medium and long term actions with KPIs.
- Engaging with municipal governments.
- Collaborating with various project partners, including non-profit and business sectors to codesign/coproduce outputs.
- Managing projects as necessary to meet deadlines and produce high-quality deliverables.
- Graphic design, communications, and strategic report writing

Include in this section:

- a. Examples of proponent's experience in delivering at least two similar projects within the past 3 years (as of the closing date of this RFP). Consider the key items listed above.
- b. A description of the experience and qualifications of the Project Manager, team members, and Sub-Contractors (if applicable). Include the following information for each:
 - i. Qualifications, expertise and past performance on similar projects (consider the key items listed above).
 - ii. Description of their respective role in relation to each component of Work and availability for this project.
 - iii. Highlight any personal skill or specialty that applies to this project.
- c. Proponents should provide references in Section #8 of this RFP package.

It should be emphasized that, unless otherwise approved by the Town Project Manager in writing, the successful Proponent is required to use the team members listed in their proposal to undertake this project.

6. Safety:

- 1. **Mandatory:** Provide evidence of safe work procedures including the Table of Contents of the Corporate Safety Manual. Provide Workers Compensation Board (WCB) Coverage Letter and proof of Commercial Liability Insurance;
- 2. **Ideally:** include Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government Safe Work Procedures.

7. Cost:

Provide a detailed account of the financial component of the Proposal. This should itemize all planned work and align with the Methodology identified in item 4 (above).

The supplier is required to complete all sections of this Request for Proposal.

SECTION #3 PROPOSAL AMOUNT:

All Proposals must be in Canadian Funds, excluding GST.

Total Cost \$ _____

Proposal submission price in effect for _____ days from date of acceptance from the Town of Drumheller.

Delivery Timeline:

Services to be provided no later than March 31, 2023. Please refer to Schedule B Item 7 for full information on this.

SECTION #4 - SUBMISSION REQUIREMENTS:

The Town of Drumheller requires that all submissions **shall** include the following:

3. All pages of this Request for Proposal;
4. All issued Addenda;
5. List of applicable Safe Work Procedures (SWP),
6. Table of Contents of the Corporate Safety Manual;
7. Workers Compensation Board (WCB) Coverage Letter;
8. Proof of Commercial Liability Insurance (see section #6);
9. Town of Drumheller Business License – to be obtained within three (3) business days upon award of project.

The following would ideally be included but is not mandatory:

10. Certificate of Recognition (COR), Small Employer Certificate of Recognition (SECOR) or Temporary Letter of Certification (TLC);

SECTION #5 - INELIGIBILITY:

The Town of Drumheller shall deem a submission to be ineligible under the following situations:

1. Submissions that are unsigned, incomplete, improperly signed or sealed, conditional, illegible, obscure, or that contain arithmetical errors, erasures, alterations or irregularities of any kind..
2. Submissions that do not include the items listed in **Section #4 Submission Requirements items 1-8**, and;
3. Submissions that are not received prior to the closing date and time, as determined by the time keeping of the Town of Drumheller computer system.

SECTION #6 - INSURANCE:

The Town of Drumheller requires that all Proposals include proof of \$5,000,000.00 Commercial Liability Insurance.

SECTION #7 - EVALUATION CRITERIA:

The Town of Drumheller reserves the right to reject any or all Proposals or to accept the Proposal evaluated to be in the best interest of the Town of Drumheller. The Town’s Evaluation Committee shall score each submission on the basis stated in **Schedule A - Evaluation Criteria**. The Town of Drumheller will have the sole and unfettered discretion to award up to the maximum number of points for each criterion listed in **Schedule A - Evaluation Criteria**.

By submitting a Proposal, you acknowledge and agree to waive any right to contest through legal proceedings. The decision to award points in respect to the criteria noted below will be at the sole discretion of the Town of Drumheller. By submitting a Proposal, you acknowledge that you have reviewed the **Section #5 Ineligibility Criteria** contained herein and you confirm that your Proposal meets all requirements of the Town.

SECTION #8 – REFERENCES:

Reference #1

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

Reference #2

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

Reference #3

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Email: _____

SECTION #9 - INTENT:

The undersigned contractor hereby provides a Proposal to supply the services as described herein in its entirety for the cost as described in Section 2.

COMPANY: _____

Print name of authorized personnel: _____

Signature: _____ Corporate Seal: _____

Email Address: _____

Telephone number: _____

TOWN OF DRUMHELLER:

Print name of authorized personnel: _____

Signature: _____

DATE: YEAR [2022] MONTH [] DAY []

Upon completion of signatures above, this document will represent a contract agreement between the contractor and the Town of Drumheller.

SCHEDULE A – EVALUATION CRITERIA

Section A.1 – Evaluation Criteria Breakdown:

An Evaluation committee will review all proposals received according to the criteria outlined below. Those proposals meeting the mandatory requirements will be further evaluated against identified point-rated criteria. During the evaluation process, Proponents may be required to provide clarifications to statements made in their proposals.

Mandatory Criteria
Proposal prices are in Canadian Dollars, excluding GST
Proposals received before closing date and time
Proposal is in English
Adherence to RFP Instructions and requirements based on Section #2 Proposal Format and Section #4 Submission Requirements

Point-Rated Criteria:	100%
Proponent’s Understanding & Methodology <ul style="list-style-type: none"> • Project objectives (5) • Scope of work, additional scope offered (10) • Deliverables (10) • Project schedule (5) 	30%
Experience, Qualification & References <ul style="list-style-type: none"> • Firm experience and reputation (10) • Key personnel qualification & experience (5) • References (5) 	20%
Safety <ul style="list-style-type: none"> • Safe Work Procedures and Table of Contents of the Corporate Safety Manual (10). • Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government (10) 	20%
Cost/Budget Allocation	25%
Social Value	5%

Section A.2 – Evaluation Criteria Definitions:

Proponent’s Understanding & Methodology

The evaluation team shall evaluate the submission to confirm that the Proposal represents a clear understanding of the project objectives, scope of work, performance, technical requirement and deliverables as outlined in **Schedule A**.

Experience, Qualifications & References

The Town of Drumheller will evaluate submissions on the basis of:

1. Firm experience and reputation. Max score 10.
 - a. Proof of recent experience developing community social needs assessments.
2. Key personnel qualification & experience. Max score 5.

Proof of work to expected industry standard levels of performance. The Evaluation Committee shall review all submissions for qualification based on:

 - a. Past work performance with the Town;
 - b. Proof of appropriate worker qualifications for task and scope of work (e.g. evidence of IAP2 training, etc.).
 - c. Proof of worker experience on related projects.
 - d. Proof of worker experience planning/delivering community engagement.
3. References. Max score 5.
 - a. The scoring for references shall be based on number of references and quality of references. Scoring shall be assigned as follows:
 - 0 references – 0 points
 - 1 reference – 1 point
 - 2 references – 2 points
 - 3 or more references – 3 points.
 - b. The remaining 2 points shall be based on the quality of the reference as determined by the evaluator(s).

Safety

1. The evaluator(s) shall award 50% of the score for this category based on the review of the supplied list of applicable Safe Work Procedures, and Table of Contents of the Corporate Safety Manual.
2. Submissions including Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government shall receive the 50% of the score.

Cost:

1. Full scoring for cost shall be given to the lowest Total Project Cost value submission.
2. A score of one (1) shall be given to the highest Total Project Cost value submission.
3. All other submissions shall be awarded a pro-rated value between these two amounts.

Social Value

The evaluator(s) shall award up to 5 points where proponents identify clear social value or added benefit provided to the Drumheller community e.g. Supporting Council strategic priorities, positive contributions to the local economy, employment opportunities, strengthening community, social responsibilities etc.

SCHEDULE B – DETAILED SCOPE OF WORK & DELIVERABLES

The following establishes the scope of work for the Drumheller Community Social Needs Assessment and expected deliverables. Proponents are encouraged to develop a cost estimate and work plan based on this scope of work; however, alternative sequencing or activities may be considered, to deliver a more efficient and cost-effective project. The proponents' **work plan** and **pricing** should also consider and show appropriate **project management controls** and meetings to deliver the scope of work.

1. PURPOSE OF THE PROJECT AND OBJECTIVES

- a.** Our ultimate goal is to develop an assessment of social needs in Drumheller and a 5-year work plan for the Community Development and Social Planning department to address these:
 - i. To improve community understanding of social needs.
 - ii. To provide Town Council, Town administration and community partners with a comprehensive analysis of the nature, extent and impact of social needs in Drumheller.
 - iii. To identify opportunities and actions to address identified social needs over the next 5 years. This action plan will include:
 - FCSS fundable preventative social programming and actions, in addition to non FCSS fundable early intervention and intervention strategies.
 - KPIs to evidence progress
 - Potential funding sources and partnerships.
- b.** The proponent will adopt the following approaches to achieve the objectives outlined at 1a (i-iii)
 - i. A Service Design Approach to ensure that we “design the right thing and design the thing right” (Discover and Define the ‘Why’; Develop, Deliver and Evaluate the ‘What’).
 - ii. A Collective Impact Approach to co-deliver implementation with key stakeholders.
 - iii. A Systems focus to ensure that we work differently to impact policy.
 - iv. The use of inclusive language and categories throughout all activities and deliverables.
- c.** The deliverables will answer the following questions:
 - i. What are the Social Needs in Drumheller?
 - ii. What are the key causal and exacerbating factors of these Social Needs?
 - iii. What are the options to eliminate or mitigate these?
 - iv. What are realistic objectives and actions for addressing Social Needs in Drumheller in the next 5 years?
 - v. How could these be funded?
 - vi. How would we know that we’d moved the needle on these Social Needs?
- d.** The successful proponent will work with the Manager, Community Development and Social Planning (CDSP) and a Project Team, taking a collaborative approach to the work.

- e. The Town is also undertaking a Housing Strategy, a Poverty Reduction Strategy and a Parks and Recreation Masterplan in 2022/2023, which will each contribute to efforts to establish Complete Communities and incorporate principles of Placemaking. The Town will coordinate collaboration and data sharing between the proponent and these project teams with a view to maximizing resource capacity, limiting duplication and avoiding engagement fatigue in the community.

2. SUPPORTING INFORMATION

Proponents should review the **Schedule C - Background Information** and be familiar with the following plans, bylaws, data and reports that will inform the Community Social Needs Assessment:

- a. 2017 Community Social Needs Assessment data – available on request
- b. [FCSS Act](#) and [Regulation](#)
- c. [FCSS Handbook](#)
- d. [FCSS guide to outcome measurement](#)
- e. FCSS Outcome Measures Bank – available on request
- f. [2016](#) and 2021 Census data
- g. 2018 and [2020](#) Rural Homelessness Estimations
- h. 2022 [Drumheller Business Survey](#)
- i. [Drumheller Housing Strategy](#)
- j. Drumheller Parks and Recreation Master Plan
- k. [Drumheller Recreation Fee Assistance Policy](#)
- l. [Downtown Area Revitalization Plan](#)
- m. [Destination Development Plan](#) (Travel Drumheller)
- n. [Municipal Development Plan](#)

3. SCOPE OF WORK & DELIVERABLES

The Town of Drumheller will undertake three phases of community engagement to support the Community Social Needs Assessment.

The work for the proponent will include the following activities:

- a. **Review** the 2017 Community Social Needs Assessment data and actions to date.
- b. Gather and analyze relevant qualitative and quantitative data relating to Social Needs in Drumheller to support a **background review**. This will include analysis of data gathered by the Town during Phase One of the 2022 Community Social Needs Assessment community engagement.
- c. Develop a **What We Heard Report** based on the above. The Project Team will share this with stakeholders and gather feedback during Phase Two of Community Engagement (led by the Town).
- d. **Analyze** the data gathered by the Town during phase Two of community engagement.
- e. Confirm **gaps, needs** and **areas for improvement**.

- i. Identify solutions and actions to address these.
- f. Identify potential **barriers** to addressing the identified needs.
 - i. Identify solutions and actions to address these.
- g. Review promising practices from industry leaders, other local governments and Family Community and Support Services (FCSS) undertaking activities to address Social Needs. **Prepare an overview of approaches working in similar communities** (review a minimum three communities).
- h. Review existing community social support services with a view to identifying overlap, gaps and potential opportunities for new or additional collaboration to achieve objectives.
- i. Review related Town of Drumheller policies and programs and consider potential improvements to support the Social Needs Assessment (e.g., FCSS programs and location, Recreation Fee Assistance Policy, Community Counselling program etc.).
- j. Identify **funding sources** to support identified actions.
- k. Identify **roles for stakeholders** to ensure a Collective Impact approach is adopted.
- l. **Draft** the Community Social Needs Assessment with 5-year Action Plan, (asset based, sustainable and prioritized). This will be in a report format with, graphics and text to describe the concept and Action Plan.
- m. **Present** the Draft Community Social Needs Assessment with 5-year Action Plan to the Project Team. Revise to incorporate feedback as appropriate.
- n. Document a **final Community Social Needs Assessment** with 5-year Action Plan to include KPIs and Outcome Measures for endorsement by Town Council.
- o. Submit an electronic PDF copy of the final Community Social Needs Assessment. This and any supporting reports or materials provided will become the property of, and for the sole use of Town of Drumheller.

4. REPORTING & LIAISON

It is envisioned that these groups will be categorized as follows:

a. Contract Administration

- i. The Town of Drumheller will be the contract administrator.

b. Core Project Team

The Core Project Team will consist of representative from the Town of Drumheller.

Functions will include but not be limited to:

- i. Direction setting

- ii. Providing background information, technical advice, supporting data.
- iii. Monitoring Progress
- iv. Budget management
- v. Timeline management
- vi. Reviewing and approving draft materials
- vii. Ensuring the objectives of the project are met

5. MEETINGS

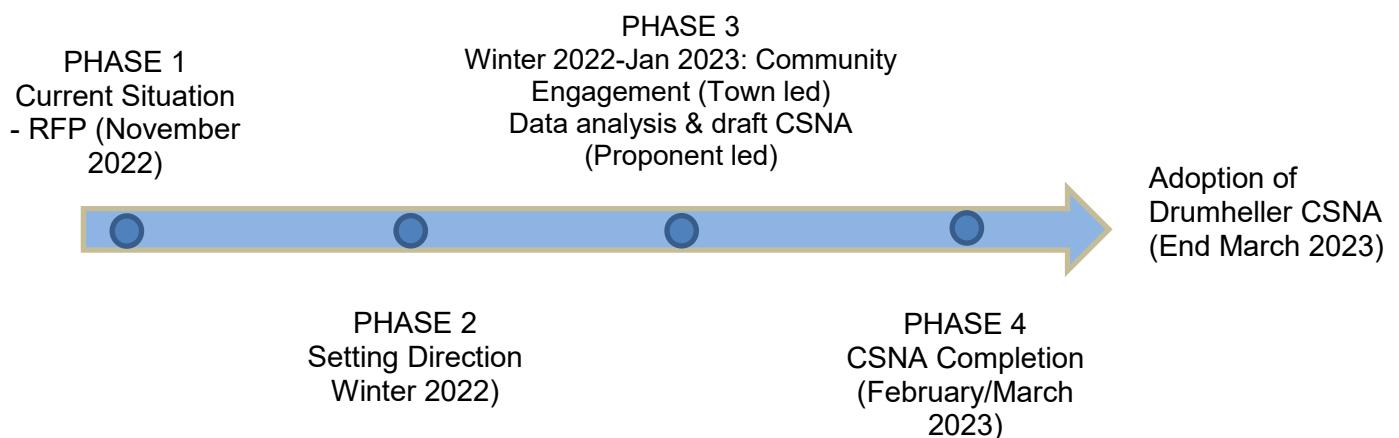
- a. Startup and Report Meetings proposed by the consultant, as a part of the project, will be held in Drumheller if possible. Meetings for status updates on a higher frequency may take place online. Below is a minimum suggested level of communications with respect to reporting during the project:
 - i. Startup
 - ii. Status updates
 - iii. What We Heard Report – presentation to Project Team
 - iv. Draft Community Social Needs Assessment – presentation to Project Team
 - v. Final Report – Presentation to Town Council, shared online to close the loop.

6. PRODUCT

- a. The consultant will make a final presentation to the Town of Drumheller Council based on the deliverables. Materials used in the final presentation, background materials, research and engagement data will form the final project to be provided to the Town.

7. TIMELINE

- a. All work associated with this contract must be completed, with final products submitted no later than March 31, 2023. A proposed timeline is outlined below.



8. COST CONTROL

- a. If, at any point during the progress of the work, the consultant considers that the stipulated upset cost figure will be exceeded, either by unforeseen circumstances or changes in the Terms of Reference, the client shall immediately be supplied with complete details.

- b. At no time shall the contract fee be exceeded without notifying and obtaining the client's written acceptance.
- c. The Town of Drumheller reserves the right to reject any or all proposals submitted as a result of this Request for Proposals.

9. PROPOSAL DEADLINE

- a. Please submit one (1) **electronic** copy of your proposal by 2:00 pm local time on **Tuesday, December 6, 2022** to:

April Harrison
Manager, Community Development & Social Planning
Town of Drumheller
224 Centre Street
Drumheller
Alberta, T0J04
purchasing@drumheller.ca

10. QUESTIONS

- a. Please contact April Harrison at purchasing@drumheller.ca if you have any questions regarding this RFP.

11. PROFESSIONAL RESPONSIBILITY

- a. The consultant shall comply with generally accepted standards for similar consulting work.

SCHEDULE C – BACKGROUND INFORMATION

This Schedule will support Proponent’s understanding of key background information.

About Drumheller

The Municipal Development Plan vision for Drumheller is ‘*a place to grow and a place to discover*’. Few regions of Canada are as unique as Drumheller. The Drumheller Valley is a rural municipality of 107 sq km, spanning thirty kilometers along the Red Deer River within Treaty 7 territory, the ancestral and traditional territory of the Blackfoot Confederacy; Kainai, Piikani, and Siksika as well as of the Tsuut’ina First Nation and the Stoney Nakoda First Nation, and on the territory of the Métis Nation of Alberta, Region 3.

The geography of the municipality presents both opportunities and challenges for residents and for the Town in planning and service delivery. A whole-community approach is key to understanding the complex and nuanced issues related to social needs throughout the municipality. It is important to note that there is no public transit within Drumheller and no public transit from Drumheller to other communities.

With over 500,000 visitors each year Drumheller has a growing tourism industry. At present this creates many seasonal employment opportunities resulting in underemployment and/or unemployment in the shoulder and off seasons for many. The influx of seasonal workers and tourists seeking short-term rentals also increases pressure on the housing market, which already lacks availability.

The Drumheller Institution is a medium security facility with a minimum-security annex. The maximum capacity is 702 persons. When the Institution opened (1967) it was staffed almost universally by Drumheller residents. However, today a significant proportion of the workers choose to reside outside of Drumheller, commuting from Strathmore, Airdrie etc. A number of Drumheller residents have moved to the community to be close to their incarcerated spouse/partner. These residents may experience isolation having moved away from their families and other natural supports. On release some former inmates continue to reside in the Valley.

The Community Development and Social Planning (CDSP) Department

The CDSP team identifies and responds to social needs in the community, including emergent needs during crises. This work incorporates the preventative social programming of Family and Community Support services, alongside intervention programs and crisis support. The department 5-year work plan is informed by the results of the Community Social Needs Assessment (CSNA). Current FCSS Programs include:

- Social research to understand local needs e.g., the CSNA, Poverty Reduction Strategy, Homelessness Assessment.
- Preventative Social Programming e.g., older adult connection and engagement, home support, youth positive development, strengthening families and early childhood development.
- Volunteer promotion and coordination.

- Community development initiatives e.g., welcoming and inclusive communities, board development and collective impact initiatives.
- Community education and awareness programs.
- Information and referral services.
- Advocacy.

Non-FCSS fundable programs currently delivered include:

- The Ending Working Poverty project
- Poverty alleviation initiatives e.g., Community Counselling program, Recreation Fee Assistance program, Hot meals program, subsidized transportation.
- Crisis support e.g., for those that are homeless or experiencing family violence
- Emergency Social Services

The 2017 Community Social Needs Assessment

Social Needs or Social Issues are *problems that impact or influence groups of people or a considerable number of individuals within a society*. This definition will be clarified for residents during the 2022 Community Social Needs Assessment.

The first CSNA was conducted in Fall 2017. There were workshops for youth, older adults, residents at large, and community service agencies. We also conducted a public survey with over 700 respondents. Ultimately the top 5 identified social needs were:

- Affordable, accessible counselling services
- Poverty/affordability
- Out of school youth programs and support
- Housing
- Transport

Family and Community Support Services (FCSS)

The FCSS program was introduced in 1966 and receives its mandate from the FCSS Act and Regulations. Designed to meet the preventive social programming needs of the local community, FCSS projects and services offer a range of support for people of all ages.

Vision: Alberta's diverse people building strong communities through positive, caring interaction and mutual respect.

Mission: Family and Community Support Services (FCSS) is a partnership between the Province, municipalities and Métis Settlements that develops locally driven preventive social initiatives to enhance the well-being of individuals, families, and communities.

The following is a list of programs and services that may be offered in a community through the FCSS Program. This list is intended as a guideline only. Assessing the needs of the community is the responsibility of the municipality or Métis Settlement.

1. Services to assist communities to identify their social needs and develop responses to meet those needs, including:
 - a. raising public awareness around community issues,
 - b. developing strategies for community advocacy,

- c. developing comprehensive social community plans and initiatives,
 - d. environmental scans, service reviews, strategic planning, program planning, or
 - e. in-kind support to community-based groups (until they are able to sustain themselves) such as provision of office space, printing, photocopying, help with preparing proposals, etc.;
2. Services to promote, encourage and support volunteer work in the community, including:
 - a. recruitment, training and placement services,
 - b. resources to support volunteers,
 - c. volunteer recognition, or
 - d. co-ordination of volunteer services;
 3. Services to inform the public of available services, including:
 - a. information and referral services,
 - b. community information directories,
 - c. newcomer services, or
 - d. inter-agency co-ordination;
 4. Services that promote the social development of children and their families, including:
 - a. parent-child development activities,
 - b. early childhood development services for children aged 0-5 (excluding child care), or
 - c. support services for young children aged 6-12 (excluding out-of-school care subsidies);
 5. Services that enrich and strengthen family life by developing skills so people can function more effectively within their own environment, including:
 - a. mentoring programs,
 - b. parenting and family life education and development programs,
 - c. programs for single adults and single parents,
 - d. courses designed to enhance self-awareness and personal growth,
 - e. individual, family and group counselling services that are educational and not treatment oriented, or
 - f. youth development and leadership services;
 6. Services that enhance the quality of life of the retired and semi-retired, including:
 - a. home support services,
 - b. education and information services,
 - c. co-ordination of senior services and programs, or
 - d. self-help socialization activities

Poverty as a Social Need in Drumheller

Poverty is a **social injustice and Social Need** that impacts many residents in Drumheller. The Covid-19 pandemic and the current level of inflation have had a profound impact on the social and economic wellbeing of our residents and in particular on those who were already financially vulnerable. Further, some residents who previously earned adequate or high salaries have experienced poverty for the first time, as their income reduced due to lay off or reduced hours and their once manageable debt burden became unaffordable.

The data outlined below provides a brief and incomplete insight into poverty in Drumheller. A Poverty Reduction strategy will be developed in 2023.

- 15% of households accessing the food bank in the first quarter of 2022 were working either full time or part time****.
- According to [Stats Can](#) the unemployment rate in Drumheller in 2021 ranged from 10% in January to 6.5% in June & back to 8.8% in December. This is indicative of the seasonality of employment (& thereby underemployment & unemployment) in the Valley.
- The Drumheller Living Wage was calculated at \$19.70/hour but the average starting salary for vacant positions the first quarter was \$16.00/hour***.
- 1 in 4 Drumheller households do not have acceptable housing (affordable, suitable and adequate) – Housing Strategy 2022**.
- Almost 1 in 5 Drumheller households are living in unaffordable housing (spending 30% or more of income on shelter costs)**.
- 12.9% of children aged 0-5 are living in low-income households*.
- 15.6% of residents aged 25-64 have no certificate, diploma or degree*
- A [recent business survey](#) found 67% of businesses expect to hire in the next 12mths & 92% of them think they will face challenges hiring. 35% rate the available labour force as 'poor'. On the + side 48.5% plan to expand in the next 2 yrs.
- From Jan 1, 2022 – June 4 2022, the Food Bank supported 243 Adults and 243 Children (187 households) with 534 Hampers****.
- Of the 187 Households accessing the food bank****:
 - 56 are new households accessing the food bank for the first time.
 - 15% are working either full time or part time
 - 23% are in receipt of CPP
 - 23% are in receipt of Financial assistance and
 - 25% are in receipt of Provincial disability support.

*Stats Can 2016 Census

** Housing Strategy 2022

***MH Enterprise

**** Drumheller Salvation Army