



REQUEST FOR PROPOSAL

SOLICITATION #2023-CDSP-002

PROPOSAL: **Drumheller Community Poverty Profile and Analysis**

DATE: January 30, 2023

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

DATE PROPOSAL REQUIRED:

YEAR: **[2023]** MONTH: **[February]** DAY: **[28]** TIME: **2:00 PM Local Time**

Submit Proposal via email to: purchasing@drumheller.ca

with the subject line: "RFP - Drumheller Community Poverty Profile and Analysis"

Note: All submissions must be in PDF format and not exceed 100MB in size. 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](#) – Data Collection Indicators
- [Schedule D](#) – Background Information

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

Inquiries: The deadline for inquiries is 4:30 pm on February 24, 2023. Please contact April Harrison at purchasing@drumheller.ca if you have any questions regarding this RFP.

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 a Drumheller Poverty Profile and Analysis. The purpose of the project is to develop a:

- Community Poverty Profile for Drumheller
- Best Practices Analysis including an overview of successful poverty reduction approaches/practices being used by communities of similar composition or capacity, as well as a brief analysis of existing gaps, barriers, strengths and opportunities currently present in Drumheller.

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 Proponents 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 for the itemized list below and follow the same format and numbering system.

1. **Cover Page** (referencing project title, 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 additions to the Terms of Reference to ensure that the Objectives of the project will be fully met.
4. **Methodology** (include project schedule, approach and methodology)
 - a. Describe the general approach and methodology that the Proponent will take in performing and managing the Project.
 - b. Describe and breakdown 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 increased 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 poverty reduction or relevant reports, with significant experience in collecting and analyzing demographic, economic, and social data relating to poverty.

- Designing and facilitating public and stakeholder engagement, particularly on poverty related issues and with demonstrated experience in engaging with stakeholders and people with lived/living experience of poverty.
- Engaging with municipal governments.
- Engaging with local Indigenous communities and understanding of Indigenous ways of being, knowing, and doing.
- Collaborating with various project partners, including not-for-profit and business sectors to co-design/co-produce outcomes.
- 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 three 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

Provide evidence of safe work procedures including the Table of Contents of the Corporate Safety Manual.

Include Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government Safe Work Procedures. Out of province equivalencies will be reviewed and considered.

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 within _____ days of award.

SECTION #4 - SUBMISSION REQUIREMENTS:

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

1. All pages of this Request for Proposal;
2. All issued Addenda;
3. Certificate of Recognition (COR), Small Employer Certificate of Recognition (SECOR) or Temporary Letter of Certification (TLC) (or equivalent);
4. List of applicable Safe Work Procedures (SWP),
5. Table of Contents of the Corporate Safety Manual;
6. Workers Compensation Board (WCB) Coverage Letter;
7. Proof of Commercial Liability Insurance;
8. Town of Drumheller Business License – to be obtained within three (3) business days upon award of project.

Note:

The Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) must remain current during the time of the contract. The Temporary Letter of Certification (TLC), upon the expiration date, must be replaced with a Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR). Failure to do any of the above will result in termination of the contract.

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 shall be considered ineligible.
2. Submissions that do not include the items listed in **Section #4 Submission Requirements (1-7)**, 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 **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 [2023] 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
Proposal is 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 (5) • Deliverables (10) • Community engagement (5) • Project schedule (5) 	30%
Experience, Qualification & References <ul style="list-style-type: none"> • Firm experience and reputation (10) • Key personnel qualification & experience (10) • References (5) 	25%
Safety <ul style="list-style-type: none"> • Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government (5) • Safe Work Procedures and Table of Contents of the Corporate Safety Manual (10). 	15%
Cost/Budget Allocation	25%
Social Value	5%

Section A.2 – Evaluation Criteria Definitions:

Proponent’s Understanding & Methodology

The evaluation team will confirm that the Proposal represents a clear understanding of the project and objectives, supporting information, scope of work and deliverables, reporting, communications, meetings and timelines, as outlined in **Schedule B**.

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 researching and developing community poverty profiles.
2. Key personnel qualification & experience. (max. score 10)

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

 - a. Past work performance with the Town;
 - b. Proof of appropriate worker qualifications for task and scope of work (e.g. data analysis, 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. Submissions including Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government (or out of province equivalent) shall receive a maximum of 5 points in this area. Submissions that do not include either a COR or SECOR (or equivalent) will be deemed ineligible as per **Section #5 – Ineligibility**.
2. The evaluator(s) shall award the remaining points for this category based on review of the supplied list of applicable Safe Work Procedures, and Table of Contents of the Corporate Safety Manual.

Cost

1. Full scoring for Cost (max. of 5 points) 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 contributions of social value initiated throughout the execution of this project or following the completion of the project.

Evaluator(s) will score the Social Value of proposed contributions based on the following criteria:

1. **Local:** Contributions directly impact the Town of Drumheller and its residents
2. **Specific:** Contributions focus on specific initiatives targeting individual concerns or populations
3. **Impact:** Contributions make clear, well-defined, meaningful impact
4. **Proportionate:** Contributions correspond to a reasonable proportion of the size, significance, or cost of the scope or work outlined herein

E.g., Hiring residents or using local businesses during the course of the project, promoting awareness and advocacy for Town of Drumheller's Strategic Priorities, making positive contributions to local initiatives and organizations promoting equity, community development, and social responsibility, etc.

SCHEDULE B – DETAILED SCOPE OF WORK & DELIVERABLES

Schedule B establishes the scope of work for the Drumheller Community Poverty Profile and Analysis 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 proponent's **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. Meaningful and measurable poverty reduction is the long-term goal of the Town of Drumheller, with this profile and report serving as an initial step towards the greater end-goal. Objectives of this work include:
 - i. Providing Town Council, Town administration, the Drumheller Poverty Reduction Alliance (DRPA) and community partners with a comprehensive analysis of the nature, extent and impact of poverty in Drumheller.
 - ii. Performing a survey of current and relevant poverty reduction standards in comparable communities, that will assist in guiding and informing future strategic planning for poverty reduction.
- b. The proponent will adopt the following approaches to achieve the objectives outlined at 1a (i & ii)
 - i. Take a systemic approach to poverty. Get at the root causes of poverty and ensure there isn't a focus on simply managing or alleviating poverty, which implies there is a degree of acceptance in allowing it to continue. Focus on ending poverty rather than making poverty more 'comfortable'.
 - ii. Ensure an inclusive and collaborative process in surveys, data collection, and community engagement. This means ensuring the voices and experiences of those living in poverty and affected by poverty are included at every level. It also means using inclusive language and categories throughout all activities and deliverables to ensure safety and engagement of all ethnicities, religions, genders and sexualities, ages, etc. – "*Nothing about us, without us.*"
 - iii. Consider actions that fall under multiple jurisdictions. In some areas, municipalities have the tools, resources, and authority to take a leadership role. In other areas, municipalities must partner with other levels of government (Indigenous, regional, provincial, federal), the private sector, labour, and community organizations to counter poverty, provide basic human rights and promote inclusive economic growth.
 - iv. Use clear, plain language with an eye towards actionable priorities with measurable impact. Make sure that the information will be readily accessible to the general public so that they can continue to be engaged in the process.
 - v. Take your time. While it is important to get to actions, it is also important to take the time to build relationships and engage the broader community. Focus on both process and outcomes.

- c. The deliverables will answer the following questions:
 - i. What does poverty look like in Drumheller?
 - ii. What are key causal and exacerbating factors of poverty?
 - iii. What are organizations and municipalities, in comparable and relevant circumstances, currently undertaking to mitigate, reduce or eradicate these factors, and indeed, poverty on the whole?
- d. The successful proponent will work with the Manager of Community Development and Social Planning (CDSP) and the Project Team. The Project Team will receive information, support and guidance from the DPRA, which will act as the Steering Committee for the Poverty Profile, and support a collaborative approach to the work.
- e. The Town is also undertaking a Housing Strategy, a Community Social Needs Assessment and a Parks and Recreation Master Plan in 2022/2023, which contribute to the establishment of 'Complete Communities', and incorporating principles of 'Placemaking'. The Ending Working Poverty Project, in partnership with Tamarack Institute has also provided a wealth of data and analysis for Drumheller. 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 D Background Information** and be familiar with the following plans, bylaws, data and reports that will inform the Drumheller Poverty Reduction Strategy:

- a. [A Guide for Cities Reducing Poverty by Brock Carlton and Paul Born \(2016\)](#)
- b. [Canada's Poverty Reduction Strategy](#) as well as "[Transforming our Systems: the 2022 Report of the National Advisory Council on Poverty](#)"
- c. [Current and trending Drumheller demographic information](#) (courtesy of Townfolio and Census Canada)
- d. 2017 and 2022/23 Community Social Needs Assessment Data – available on request
- e. 2019 and [2021 Rural Homelessness Estimations](#) (2023 underway in March of this year)
- f. [Drumheller Recreation Fee Assistance Policy](#)
- g. 2022 [Drumheller Business Needs Assessment](#)
- h. [Downtown Area Revitalization Plan](#)
- i. [Destination Development Plan](#) (Travel Drumheller; next phase to be released soon)
- j. [Municipal Development Plan](#)
- k. [Drumheller Housing Strategy](#) (next phase to be released soon)

3. SCOPE OF WORK & DELIVERABLES

The work will include the following activities:

a. Poverty Profile

- i. Conduct community and stakeholder engagement using IAP2 practices and values to inform the project. The proponent will be provided access to the Town's online engagement platform, 'Citizen Lab,' to support this.
- ii. Ensure that engagement with those with lived or living experience of poverty actively seeks to include members of equity-seeking groups and a wide range of demographic segments, including but not limited to persons with disabilities, visible minorities, older adults, youth, newcomers, 2SLGBTQ+ and Indigenous peoples.
- iii. Identify and reach out to poverty reduction stakeholders within the community. Engage them for Poverty Profile as well as Best Practices Analysis (see below)
- iv. Gather, organize and analyze relevant qualitative and quantitative data.
- v. Create a clear, well-developed and engaging report presenting the findings of the above research and analysis in a Drumheller Poverty Profile. This will be presented to the Steering Committee.

b. Best Practices Analysis

- i. Review promising practices from industry leaders and local governments, with special consideration for the uniqueness of smaller, rural municipalities, like Drumheller (context, challenges, and strengths). What is being done in similar sized communities with relevant or corresponding challenges (economic, social, political, etc.)?
- ii. Review existing conditions and practices within Drumheller (research to be done in conjunction with 3.a. Poverty Profile). Identify service gaps, overlap, areas of improvement, and barriers to poverty reduction.
- iii. Identify strengths and opportunities within existing organizations or movements, under-utilized or potential collaborations, areas of common agreement and motivation, etc. Briefly identify possible pathways of change based on these strengths and opportunities.
- iv. Create a clear and well-developed report presenting the findings of the above research and analysis in a Best Practices Analysis.
- v. Final presentation of both the Poverty Profile and Best Practices Analysis will be presented to the Town of Drumheller Council and Steering Committee.
- vi. Follow up engagement plans. Provide a brief outline of an engagement plan for the Town to 'close the loop' with participants and the wider community. Implementation of final engagement is *not* within the scope of this RFP –please provide a plan and/or overview only.

- c. Submit an electronic PDF copy of the Drumheller Community Poverty Profile and Analysis. The Drumheller Community Poverty Profile and Analysis and any supporting reports or materials will become the property of, and for the sole use of, Drumheller Poverty Reduction Alliance, the Town of Drumheller and the Drumheller community.

4. REPORTING & LIAISON

It is envisioned that a variety of residents, community groups, agencies and organizations will be contacted and included in this work. This list is not exhaustive and other groups may need to be included. It is envisioned that these groups will be categorized as follows:

a. Contract Administration

The Town of Drumheller will be the contract administrator.

b. Project Team

The Project Team will consist of representatives from the Town of Drumheller and representatives from the Drumheller Poverty Reduction Alliance. Functions will include but not be limited to:

- i. RFP application assessment
- ii. Direction setting
- iii. Monitoring Progress
- iv. Budget management
- v. Timeline management
- vi. Approving engagement plans
- vii. Approving draft materials

c. Steering Committee

Drumheller Poverty Reduction Alliance (DPRA), which includes representatives of the Town of Drumheller, will act as the project Steering Committee. The role of the Steering Committee will include, but not be limited to:

- i. Providing background information, community group contacts, technical advice, supporting data.
- ii. Providing support role in organizing meetings and supporting the engagement process.
- iii. Reviewing draft materials
- iv. Reviewing engagement plans
- v. Interpreting values and information provided by the public
- vi. Ensuring the objectives of the project are met

d. Stakeholders

Representatives of businesses, agencies and organizations working with, employing and/or providing supports to those experiencing poverty. The Steering Committee will support the development of the Stakeholder list.

e. Resident Stakeholders

General residents of the Drumheller Valley, with special attention being paid to people experiencing poverty, or who have previous lived experience in poverty.

5. MEETINGS

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:

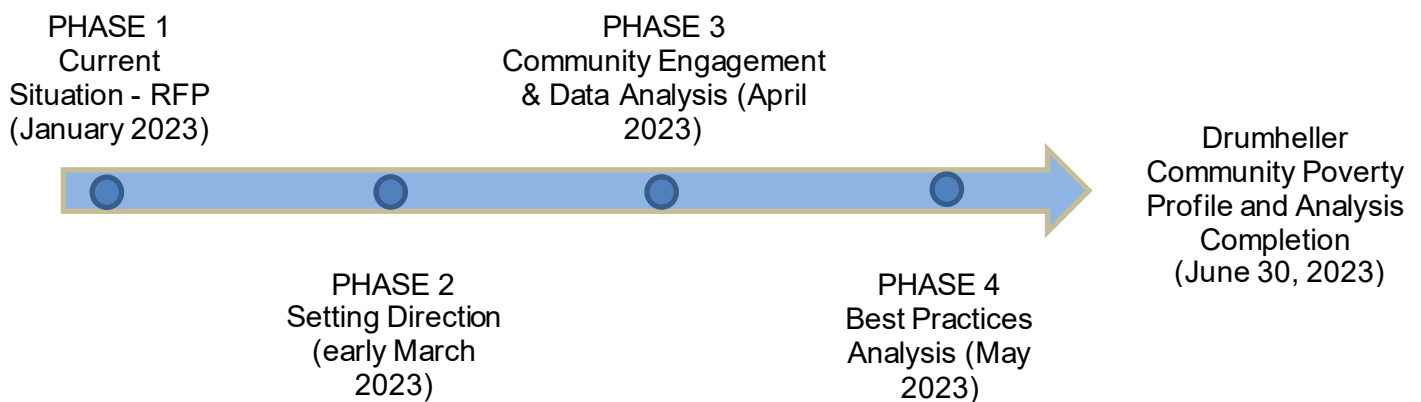
- i. Startup
- ii. Status updates
- iii. Poverty Profile – presentation to Steering Committee
- iv. Final Report and Presentation (both Poverty Profile and Best Practices Analysis) – Town Council and Steering Committee.

6. PRODUCT

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

All work associated with this contract must be completed, with final products submitted no later than June 30, 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 before 2:00 pm local time on Tuesday, **February 28, 2023** 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. The deadline for inquiries is 4:30 pm on February 24, 2023.

11. PROFESSIONAL RESPONSIBILITY

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

SCHEDULE C – DATA COLLECTION INDICATORS FOR POVERTY PROFILE

Indicators

The indicators identified below are not exhaustive, they should be viewed as a starting point and proponents are encouraged to build a more holistic and encompassing poverty profile in alignment with Tamarack's Cities Ending Poverty and Federal poverty measures. Trends over time as well as future projections are desirable.

Demographics and Poverty Rate

- Drumheller poverty rate
- % of residents aged 65+ receiving Alberta Seniors Benefit
- % of people in poverty who are working (vs Provincial/Federal average)
 - % of working poor who are seasonally poor,
 - % full time and part time workers
 - % who are single, single parent families, families
 - % by gender and who identify as 2SLGBTQ+
 - % who are Indigenous, immigrants/newcomers and visible minorities.

Basic Education

- Track Drumheller public & Catholic school enrollment
- Public and Catholic school attainment - % of secondary students who did not graduate (include extenuating circumstances identified that qualify this e.g. # of youth who moved)
- % Youth engagement rate
- % Literacy and numeracy rate
- % Highest level of education graduated
- Early Development Instrument (EDI) and Middle Years Development Instruments (MDI)

Employment

- Unemployment rate (overall and by gender, age group, underrepresented groups and household type)
- # Alberta employment seekers (overall and by gender, age group, household type, employment status)
- # of employment insurance recipients (by gender, age group, household type)
- # of social assistance/Persons with Disability recipients (by gender, age group)
- Underemployment

Income

- Income:
 - By household (single, single parent and dual parent families) – medians, average, ranges (with:
 - explanations of what the measures of median/average/ranges are)
 - by gender
- Income deductions and benefits
- Living Wage, use most recent Drumheller calculation
- Low Income (if available)

Health Care & Wellness (if available)

- # of poverty-focused primary health care services
- # of poverty-focused essential health care services (dental/optical)
- # of mental health serviced and users (e.g. Community Counselling program, ACAA, FRN. AHS)
- # of addictions/substance abuse users and services
- # of families accessing the Recreation Fee Assistance Program
- # of workers with/without health benefits through their employer
- # of workers with/without Pension through their employer

Housing – utilize data from 2022 Housing Strategy research

- Affordable housing - # available & new starts
- Homelessness & shelter use, including # relying on informal temporary housing (e.g. couch surfing)
- Rental costs & availability
- # of rental assistance recipients (families) (include # who are working)
- # of Supplementary Accommodation Benefit recipients (seniors)
- # of rent supplement recipients –include # who are working
- # in core housing need (30%) and extreme core housing need (50%)

Food Security

- # of food bank visits: overall and by age group, marital status, employment status, visitation/use (regular or not)
- # of Christmas Food hampers
- # Community meals/subsidized meals: overall and by age group, marital status, employment status visitation/use (regular or not)
- # of people experiencing food insecurity and NOT accessing food bank.
- Alberta Nutritious Food Basket for Drumheller vs Provincial Average

Child Care

- # of subsidized and non-subsidized childcare spaces
- # on waitlists for child care
- Average and range of costs for childcare
- Childcare operating times vs working/shift patterns (shortfall between the two).
- # of child care spaces needed to meet demand vs current # of spaces.

Financial Security

- Debt statistics for Drumheller, broken down by age/gender demographics
- # of people accessing “pay day”/predatory loans
- # of people with no savings or “rainy day” fund
- # of people lacking financial support in times of emergency

Generational Poverty

- # of households/individuals in persistent poverty

- # of households experiencing more than one generation of poverty
- Consider other potential indicators in this area.

Geography and Population Distribution

- Consideration of this field is applicable to most of the above data points
- Investigate the possibility of specifying which areas and neighborhoods of Drumheller see the greatest need, as well as what needs differ from area to area (special consideration shown to neighborhoods further removed from the municipal “core”).
- Discuss the viability of investigating the surrounding counties and municipalities that depend on Drumheller services.

Transportation

- # of agencies providing support with cost of transportation
- # of clients accessing the above
- Consider other potential indicators in this area.

Crime, Incarceration, and Federal Institution

- # of formerly incarcerated persons (esp. from Drumheller Institution)
- # of people on probation
- # of people currently engaged in the criminal justice system
- # of local residents employed by Corrections Canada
- Consider other relevant indicators in this area.

Social Protection

Proportion of population covered by social protection floors/systems (social security), by gender, child age (e.g. 18 & under, 12 + under, 5 & under), unemployed persons, older person, persons with disabilities, pregnant persons, newborns, work-injury victims and other vulnerable groups.

SCHEDULE D – BACKGROUND INFORMATION

This Schedule will support the proponent's understanding of key background information, including poverty reduction efforts in Drumheller to date.

Canada's Poverty Reduction Strategy

In August 2018, Canada's first Poverty Reduction Strategy was developed by Employment and Social Development Canada. In June 2019, the Canadian *Poverty Reduction Act* came into law, identifying poverty reduction targets (a creation of Canada's first official poverty line) and the creation of a national advisory council.

The legislated targets include reducing the poverty rate by 20% (of 2015 levels) by 2020, and by 50% by 2030. To achieve this, a reduction from 12% to 6% is needed for people living below the poverty line.

The Act itself is one result of the strategy released in 2018. Other prominent features of the strategy include (but are not limited to):

- Increases to the Canada Child Benefit
- Canada's Worker's Benefit
- Guaranteed Income Supplement
- Old Age Security

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 experiencing poverty and for the Town in planning and service delivery. Like many rural Alberta towns, Drumheller is a service and amenity hub for a much larger area. Kneehill County, Starland County, and Wheatland County all border the Drumheller Valley, and their residents depend on commercial, health, educational, and social amenities present in the town. Some service providers however, are responsible for vast geographic areas that happen to contain the Town of Drumheller within their boundaries, in addition to various and varying portions of the surrounding counties. Numerous boundaries and regions for service and care (AHS, RCMP, school divisions, etc.) crisscross the region in endless variations, often leaving Drumheller and area in numerous "grey zones," or outright gaps in regards to service provision (e.g. Community based Social Work). Communication and coordination of services and care between service providers is necessary for efficient and adequate care, but it is a time-consuming task that continually needs revisiting.

The geography and make-up of the Town of Drumheller adds additional complexity to planning and profiling. Drumheller stretches over a 21 km portion of the Red Deer River Valley, seeing some portions of the town distanced 10+ km of highway away from essential services. The many “neighborhoods” of Drumheller were previously independent communities (East Coulee, Nacmine, Wayne, Rosedale, etc.) and were only amalgamated into one municipality in 1998. Many of these neighborhoods continue to maintain strong individual community identities, occasionally requiring unique and catered consideration for some services and communication.

A whole-community approach is key to understanding the complex and nuanced issues related to poverty 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, as well as limited private for-hire transportation between communities.

Tourism

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. Employment opportunities created by the tourism sector most often manifest in retail and service industries (food service, hospitality, cashiers, cleaning, etc.), jobs which are traditionally low wage, with precarious hours and little long-term career stability. Tourism also brings an influx of seasonal workers and tourists seeking short-term rentals, which also increases pressure on the housing market, which currently has a very low vacancy rate, even in the off season.

Federal Institution

The Drumheller Institution is a medium security Federal penitentiary 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 families move 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, and are reflective of various vulnerable populations within Drumheller. On release, some former inmates continue to reside in the Valley. Stigma and stereotypes towards the institution and its residents are commonplace amongst valley residents. High levels of community employment by the Institution also impacts the public perception of inmates and other vulnerable populations. Employment with Corrections Canada is multi-generational in some families, and workplace stress and incidents may correlate to overall community wellness.

Drumheller Poverty Reduction Alliance (DPRA)

The Town of Drumheller has identified poverty reduction as a strategic priority. The Town worked with many local non-profit, public and business organizations to establish the Drumheller Poverty Reduction Alliance (DPRA) in 2019. It sought to identify, understand and reduce poverty within the community, with this as its Vision:

Drumheller is a community in which all people have equitable opportunity to thrive, free from poverty, living with a sense dignity and embracing opportunities to actively participate in society.

Work to date has included;

- A number of poverty alleviation programs (e.g. Recreation Fee Assistance, Subsidized Community Counselling Program etc.)
- Two (2) homelessness/housing insecurity assessments (2019 and 2021)
- Engagement with people with lived/living experience
- Founding Member of the Alberta Living Wage Network, with Living Wage Assessments for 2020 and 2021
- Completing a Nutrition Report Card on food environments for children and youth
- Consideration of key areas of focus (e.g., working poverty, social inclusion, housing, childcare, transport, addiction & mental health etc.)
- Ending Poverty Pathways training through Tamarack.
- Participation in Tamarack's Ending Working Poverty 3 Year Project, which has a goal of reducing working poverty by 5% between 2022 and 2025.
 - 0.8 FTE Ending Working Poverty Project Coordinator was hired in the fall of 2022. Position will continue till the project's completion in 2025.

Poverty in Drumheller

Poverty is a social injustice 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, in particular 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 has been 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.

- 15% of households accessing the food bank in the first quarter of 2022 were working either full time or part time.
- According to [StatCan](#) 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 living wage for 2022 has been calculated at \$21.20/hour but the average starting salary for vacant positions the 3rd quarter of 2022 was \$16.00/hour.
- 22% of households are 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

**Alberta Living Wage Network 2021 Living Wage Calculation for Drumheller

***MH Enterprise

**** Drumheller Salvation Army