

## REQUEST FOR PROPOSAL

PROPOSAL: **Drumheller Community Poverty Reduction Strategy**

DATE: **August 11, 2022**

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

### DATE PROPOSAL REQUIRED:

YEAR: **2022** MONTH: **September** DAY: **13** TIME: **2:00 PM Local Time**

**Submit Proposal via email to:** [purchasing@drumheller.ca](mailto:purchasing@drumheller.ca) with the subject line:

**"RFP - Drumheller Community Poverty Reduction Strategy"**

**Submissions must be in PDF format and no larger than 100MB in total.**

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.

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 Reduction Strategy. The purpose of the project is to develop a community Poverty Reduction Strategy and Implementation Framework (Action Plan) for Drumheller.

The components will include:

- A Drumheller Poverty Profile
- An Overview of successful poverty reduction approaches/practices being used by similar communities.
- A 10-year Community Poverty Reduction Strategy
- An Implementation Plan identifying SMART short-, medium- and long-term actions to implement over the next 10 years.

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 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 non-for-profit and business sectors to codesign/coproduce 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 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:**

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

**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);
- 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**, 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%
<b>Proponent’s Understanding &amp; Methodology</b> <ul style="list-style-type: none"> <li>• Project objectives (5)</li> <li>• Scope of work, additional scope offered (5)</li> <li>• Deliverables (10)</li> <li>• Community Engagement (5)</li> <li>• Project schedule (5)</li> </ul>	30%
<b>Experience, Qualification &amp; References</b> <ul style="list-style-type: none"> <li>• Firm experience and reputation (10)</li> <li>• Key personnel qualification &amp; experience (5)</li> <li>• References (5)</li> </ul>	30%
<b>Safety</b> <ul style="list-style-type: none"> <li>• Certificate of Recognition (COR) or Small Employer Certificate of Recognition (SECOR) issued by Alberta Government (5)</li> <li>• Safe Work Procedures and Table of Contents of the Corporate Safety Manual (5).</li> </ul>	10%
<b>Cost/Budget Allocation</b>	25%
<b>Social Value</b>	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 poverty reduction strategies
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 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. 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 shall receive the 50% of the score. Submissions that do not include either a COR or SECOR will be deemed ineligible as per **Section #5 – Ineligibility**.
2. The evaluator(s) shall award the remaining 50% of the score 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 shall be given to the lowest Total Project Cost value submission.
2. A score of five (5) 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 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 Poverty Reduction Strategy 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 establish a baseline from which to reduce poverty in Drumheller, by implementing Drumheller's first Poverty Reduction Strategy and Action Plan.  
Objectives of this work include:
  - i. To codesign a community vision and goals for poverty reduction.
  - ii. To provide 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.
  - iii. To identify opportunities and actions to achieve the vision and goals. This will support the development of local KPIs for poverty reduction.
- 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-designing the strategy and action plan and to co-deliver implementation with key stakeholders.
  - iii. “Nothing about us, without us” and “doing with, not to” approaches by involving people with lived or living experience of poverty in co-designing the strategy and action plan.
  - iv. A Systems focus to ensure that we work differently to impact policy.
  - v. Focusing actions on ending poverty, rather than making poverty more ‘comfortable’.
  - vi. The use of inclusive language and categories throughout all activities and deliverables.
- c.** The deliverables will answer the following questions:
  - i. What does poverty look like in Drumheller?
  - ii. What are the key causal and exacerbating factors of poverty?
  - iii. What are the options to eliminate or mitigate these?
  - iv. What are realistic objectives for poverty reduction in Drumheller?
- d.** The successful proponent will work with the Manager, Community Development and Social Planning (CDSP) and a Project Team. The Project Team will receive information, support and guidance from the DPRA which will act as the Steering Committee for the Poverty Reduction Strategy 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 Masterplan in 2022, 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 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](#)
- c. [2016](#) and 2021 Census data
- d. 2017 Community Social Needs Assessment Data – available on request
- e. 2018 and [2020](#) Rural Homelessness Estimations
- f. [Drumheller Recreation Fee Assistance Policy](#)
- g. 2022 [Drumheller Business Survey](#)
- h. [Downtown Area Revitalization Plan](#)
- i. [Destination Development Plan](#) (Travel Drumheller)
- j. [Municipal Development Plan](#)

## 3. SCOPE OF WORK & DELIVERABLES

The work will include the following activities:

- a. Review and where appropriate, codesign a revised Vision for poverty reduction in Drumheller.
- b. Identify poverty reduction stakeholders within the community.
- c. Conduct community and stakeholder engagement using IAP2 practices and values to inform each stage of the project.
- d. 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.
- e. Gather and analyze relevant qualitative and quantitative data to complete a **Poverty Profile** for Drumheller. This will be presented to the Steering Committee.
- f. Confirm gaps, needs and areas for improvement.
  - i. Identify solutions and actions to address these.
- g. Review promising practices from industry leaders and other local governments undertaking poverty reduction work to be included where appropriate. **Prepare an**

**overview document that identifies approaches working in similar communities**  
(review a minimum three communities).

- h. Review existing social support services with a view to identifying overlap, gaps and potential opportunities for new or additional collaboration to achieve the strategy objectives.
- i. Identify potential barriers to poverty reduction.
  - i. Identify solutions and actions to address these.
- j. Review current Town of Drumheller policies and programs that relate to poverty reduction/alleviation and consider potential improvements to support the strategy (e.g., Recreation Fee Assistance Policy, Community Counselling program etc.).
- k. Identify funding sources to support identified actions.
- l. Identify roles for stakeholders to ensure a Collective Impact approach is adopted.
- m. Develop a Draft Strategy and Action Plan, (asset based, sustainable and prioritized) which will be in a report format with maps, graphics and text to describe the concept and implementation strategy.
- n. Present the Draft Strategy and Implementation framework (Action Plan) to the Steering Committee and the public. Revise to incorporate feedback as appropriate
- o. Document a final **Poverty Reduction Strategy and 10-year Implementation Framework (Action Plan)** to include short, medium and long-term SMART targets for endorsement by Town Council.
- p. Submit an electronic PDF copy of the Final Strategy. The Drumheller Poverty Reduction Strategy and Action Plan and any supporting reports or materials provided 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**

- a. 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:
- b. **Contract Administration**
  - i. The Town of Drumheller will be the contract administrator.

#### **c. 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. Monitoring Progress
- iii. Budget management
- iv. Timeline management
- v. Approving engagement plans
- vi. Approving draft materials

**d. Steering Committee**

Drumheller Poverty Reduction Alliance (DPRA) 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.

**e. Stakeholders**

- i. Representatives of businesses, agencies and organizations working with, employing and/or providing supports to those experiencing poverty, in addition to those with lived/living experience of poverty.

**f. Residents**

- i. General residents of the Drumheller Valley

**5. MEETINGS**

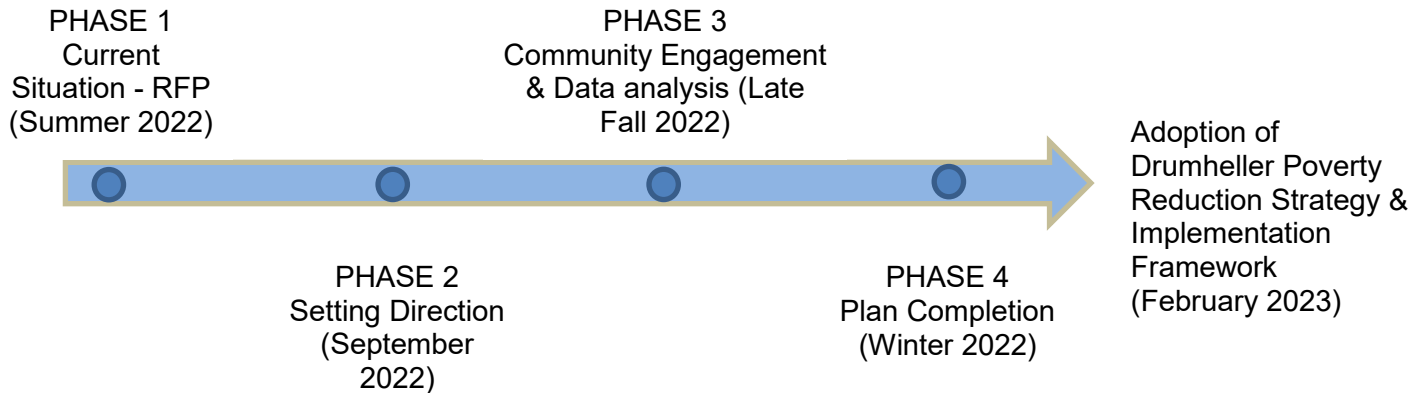
- a. Startup and Report Meetings proposed by the consultant, as a part of the project, will be held in Drumheller if possible. Meetings for status updates on a higher frequency may take place online. Below is a minimum suggested level of communications with respect to reporting during the project:
  - i. Startup
  - ii. Status updates
  - iii. Poverty Profile – presentation to Steering Committee
  - iv. Interim Report – presentations to Steering Committee, Stakeholder groups & Community
  - 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 February 28, 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 on **September 13, 2022** by 2:00 pm local time to:

April Harrison  
Manager, Community Development & Social Planning  
Town of Drumheller  
224 Centre Street  
Drumheller  
Alberta, T0J04  
[purchasing@drumheller.ca](mailto:purchasing@drumheller.ca)

- b. Submissions must be in PDF format and no larger than 100MB in total.

**10. QUESTIONS**

- a. Please contact April Harrison at [purchasing@drumheller.ca](mailto:purchasing@drumheller.ca) if you have any questions regarding this RFP.
- b. The deadline for questions is September 6, 2022 at 4:30 pm local time.

**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 is not exhaustive. It should be viewed as a starting point and encourage proponents to build a more holistic and encompassing poverty profile in alignment with Tamarack's Cities Ending Poverty and Federal poverty measures. Trends over time are recommended.

### **Demographics and Poverty Rate**

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

### **Basic Education**

4. Track Drumheller public & Catholic school enrollment
5. 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)
6. % Youth engagement rate
7. % Literacy and numeracy rate
8. % Highest level of education graduated
9. Early Development Instrument (EDI) and Middle Years Development Instruments (MDI)

### **Employment**

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

### **Income**

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



### **Health Care & Wellness (if available)**

- 19. # of poverty-focused primary health care services
- 20. # of poverty-focused essential health care services (dental/optical)
- 21. # of mental health and substance users and services
- 22. # of Families accessing the Recreation Fee Assistance Program
- 23. # of workers with/without health benefits through their employer
- 24. # of workers with/without Pension through their employer

### **Housing** – utilize data from 2022 Housing Strategy research when available

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

### **Food Security**

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

### **Child Care**

- 36. # of subsidized and non-subsidized childcare spaces
- 37. # on waitlists for child care
- 38. Average and range of costs for childcare
- 39. # of child care spaces needed to meet demand vs current # of spaces.

### **Transportation**

Consider potential 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 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. 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.

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 Poverty Reduction Strategy will provide an adequate assessment of the current issues related to poverty, engage and learn from people with lived or living experience of poverty and outline action to reduce poverty by working collaboratively with community members and stakeholders in the short, medium and long term.

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.

### **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 and has this 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 (2018 and 2020)
- engagement with people with lived/living experience
- 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.) and
- Ending Poverty Pathways training through Tamarack.

### **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 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. The strategy will include a Poverty Profile for Drumheller and consider indicators such as those outlined at Schedule B. This will provide a clearer understanding of poverty and the impact it has locally. What is meant by 'poverty' also requires clarification, definition and agreement, as there are numerous measures currently in use.

- 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 living wage for 2022 has been calculated at \$19.70/hour but the average starting salary for vacant positions the last quarter 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