



This city has a pulse. Let's take it...

...and build on what works instead of focusing on what doesn't.

The Calgary Foundation understands that vital communities recognize and celebrate their strengths. That awareness informs The Calgary Foundation's work:

- > as a community leader
- > as a knowledgeable grant maker
- > as a facilitator of donors' charitable needs

No one person, organization, or level of government can address the challenges we face. 1,500 citizens and community partners added their voice to the engagement process of the 2011 Calgary's Vital Signs Report.

How happy are we?

Thanks to the growing field of happiness research—the 'Cheerful Science'—we are learning more about the links between happiness and quality of life. This year's report includes findings about Calgarians' sense of well-being and happiness in recognition that a vital city pays as much attention to culture, compassion and community as it does to the bottom line.

Calgarians rated their overall quality of life:

B+

- 87%** enjoy their quality of life in Calgary
- 91%** describe themselves as happy
- 78%** are happy with their job and satisfied with their work
- 75%** participate actively in their community of interest
- 90%** report they are surrounded by loving family/companions/friends
- 83%** rated their physical well-being as high
- 86%** rated their mental well-being as high
- 77%** rated Calgary as a vibrant, lively, appealing place to live

What is Calgary's Vital Signs?

Calgary's Vital Signs is an annual community check-up conducted by **The Calgary Foundation** that measures the vitality of our community, identifies significant trends, and assigns grades in 12 areas critical to quality of life.

Grading at a Glance

Key Issue Area	2010	2011
Safety	B	B
Arts & Culture	B	B
Learning	B	B
Work	B	B
Environmental Sustainability	B-	C+
Food	B-	-
Citizen Engagement	B-	B-
Health & Wellness	B-	B-
Financial Well-Being	C+	B-
Sustainable City	C+	-
Getting Around	C	C
Housing	C	C+
Aging Population	-	C+
Neighbourhoods	-	B-

Behind the Grades

Getting Around **C**

As in previous years, this area received the lowest grade in the Report due to citizen concern about public transit access and affordability, long commute times and traffic congestion. When asked about one thing that would most improve quality of life, transportation remained the top issue.

Housing **C+** Financial Well-Being **B-**

These two categories received better grades than 2010 reflecting the stronger economy and improved affordability of housing.

Environmental Sustainability **C+**

Decreased due in part to Calgarians' continued concern with urban sprawl.

Neighbourhoods **B-** Aging Population **C+**

New issue areas for 2011's survey, the latter receiving one of the lowest grades due to the need to reduce isolation and increase housing options for seniors.

Citizen Engagement **B-**

Received a fairly high grade with many comments suggesting our new Mayor's engagement in communities as a cause for celebration.

Safety **B**

The highest grade given with increased police presence, a reduction in gang violence and better public transit safety listed as what's working well in this key issue area.

- A** Excellent, stay the course
- B** Good, but some improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Below average performance, additional work is required
- F** Failure, immediate action is crucial

Get Behind Calgary:

Your feedback is vitally important! After reading the 2011 Calgary's Vital Signs Report visit thecalgaryfoundation.org to have your say.

What concerns you the most?

What makes you feel most proud?

What can you do to make Calgary vital?

Go Behind Calgary:

Enter to **WIN** an exclusive "behind the scenes tour" of a charitable organization of your choice by taking the brief survey at thecalgaryfoundation.org

How does a homeless shelter operate?

How many people does it take to stage an opera?

What goes on in a cancer research lab?

One entry per person please. Winners will be randomly selected on October 20th. There is no cash value for the prize, no skill-testing question to answer. Tours will be arranged through The Calgary Foundation and be subject to approval by the organization requested.

Housing

Improved rents and declining vacancy



Calgary's 10 year Plan To End Homelessness on track



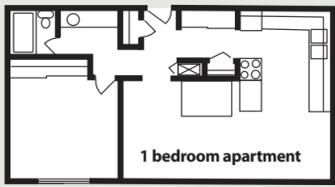
Calgary house prices more affordable than 2011 national average (for a standard two-storey house)



The Housing Affordability Measure shows the proportion of median pre-tax household income required to service the cost of mortgage payments (principal and interest), property taxes and utilities. The higher the measure, the more difficult it is to afford a house.

Minimum housing wage

The minimum wage needed to rent an average 1 bedroom apartment in 2010 without spending more than 30% of gross income.



@\$17.21/hr x 8hrs
or
@\$9.40/hr x 14hrs
(Alberta minimum wage)

Donations at Work:

Inn from the Cold Society received funding for their Aboriginal Housing Initiative, which will help families secure stable housing and increase self-sufficiency to break the cycle of homelessness and poverty.

Citizen Priorities:

- Address density to limit sprawl
- Affordability of home ownership
- Affordability of rental units

3 Things You Can Do:

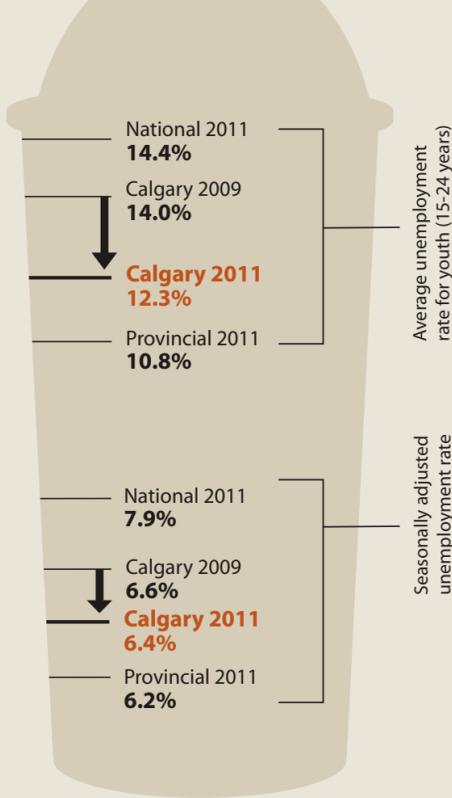
- Calgary's 10 Year Plan to End Homelessness belongs to everyone. Learn, donate, volunteer.
- Join your community association's planning committee.
- Learn more about Calgary Homeshare...helping seniors and young people with housing needs.

Work

Youth unemployment remains high while overall rate eases

Youth: 12.3%

General Public: 6.4%



Median hourly earnings on the rise

National Rate: \$16.06

Provincial Rate: \$17.93

Calgary 2008: \$18.00

Calgary 2010: \$18.81 (2002 dollars)

Happiest city for small business owners in Canada



Calculated by looking among 12 North American cities for the one with the most small business owners who ranked in the top quartile of TD's 2011 Small Business Happiness Index.

Highest salaries per employee in Canada

2009: \$60,519 | 2010: \$63,332

Highest income per capita among major Canadian cities

2009: \$54,442 | 2010: \$54,364

Average hours worked per week declining



Donations at Work:

The Oxford House Foundation of Canada, which provides safe and affordable housing for individuals in recovery from addictions, received a grant to assist residents in their job search by purchasing new computers for each house.

Citizen Priorities:

- Economic diversification
- Support for small business
- Skills training opportunities

3 Things You Can Do:

- Become a mentor at one of Calgary's immigrant agencies.
- Hire a student or welcome a co-op student.
- Check out Calgary Dollars – an alternative currency that supports the local economy.

Safety

Fire incidents decline

The Fire Department aims to contain 65% of fires to the room or object of origin. In 2010, they achieved this target and limited fire in 67% of building and structure fire incidents.



Number of domestic-related calls for service increase

15,789 Domestic-related calls in 2011

- Domestic calls up 10% over 2009
- 21% were criminal incidents, up 4% over 2009

Criminal code offences compared to five year average



Traffic collisions and fatalities declining



Youth crime offences compared to five year average



Reporting of suspected impaired drivers on the rise

In the first year of the Report Impaired Drivers campaign, there was an 80% increase in 9-1-1 calls reporting suspected impaired drivers. As a result of these calls, the number of people charged increased by 30%.



The campaign is a partnership between Calgary Police Services, Mothers Against Drunk Driving, The City of Calgary Roads and Public Safety Communications as well as Alberta Health Services.

Donations at Work:

Providing essential service for individuals affected by domestic violence and/or sexual assault, the **Calgary Communities Against Sexual Abuse Society** received funding for their communications strategy aimed at increasing awareness of their services.

Citizen Priorities:

- Increase police presence
- Reduce gang violence
- Better public transit security

3 Things You Can Do:

- Adhere to Calgary's new Distracted Driving law - don't text and drive.
- Make friends with your neighbours.
- Practice bike safety – follow speed limits on paths and wear a helmet.

Environmental Sustainability



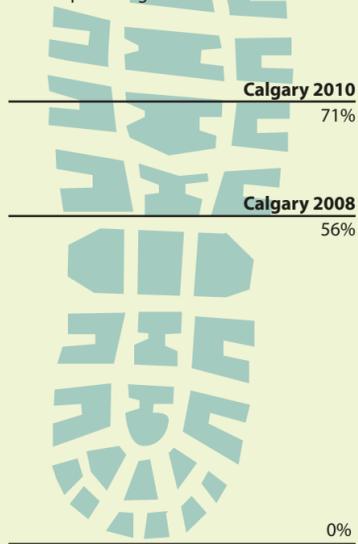
Ecological footprint shrinks

The ecological footprint outlines the effect of our activities on the environment by measuring the resources we consume and the waste we create and then comparing this to nature's ability to provide resources and absorb waste.



Energy footprint grows

Energy use makes up 71% of Calgary's ecological footprint (also called the carbon footprint) which has grown due to an increase in the number of vehicles and fuel consumed, as well as increased consumption of goods and services.



Density of new suburbs on the rise

1995: 13.5 units per hectare
2009: 21.2 units per hectare



This is in alignment with The City of Calgary's minimum target of 60 people and jobs per gross developable hectare in support of the goal of more compact communities and efficient use of land.

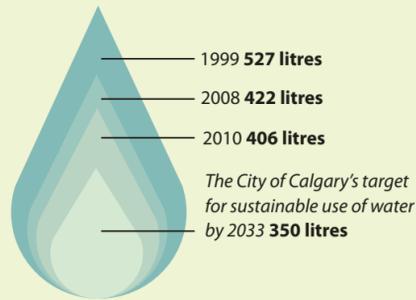
Health of Bow River banks compromised

According to a 2009 study by the Alberta Riparian Habitat Management Society, the overall riparian health of the Bow River in Calgary was classified as unhealthy. Riparian areas, the space between aquatic and terrestrial ecosystems, are important to fish and wildlife, water quality and the overall health of watersheds.



Water efficiency improving

average amount of water used in the city (residential, business and municipal per capita per day)



Donations at Work:

A grant to the **Alberta Ecotrust Foundation** funded the Waterlution Project, which connects local youth to water issues and inspires them to learn about water management and conservation.

Citizen Priorities:

- Limit urban sprawl
- Reduce reliance on cars
- Improve alternative energy options

3 Things You Can Do:

- Compost organic waste materials.
- Explore the scenic pathways of Calgary's Greenway.
- Reduce your water use – take short showers and install a low-flow toilet.

Health and Wellness



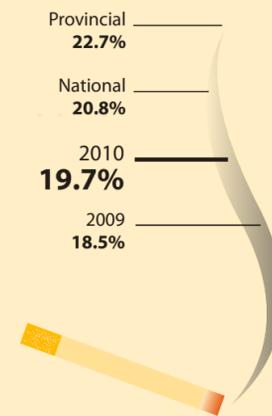
Obesity rate

Calgarians over 18 with self-reported Body Mass Index 30 or higher, indicating obesity.



Smoking rate rises in 2010

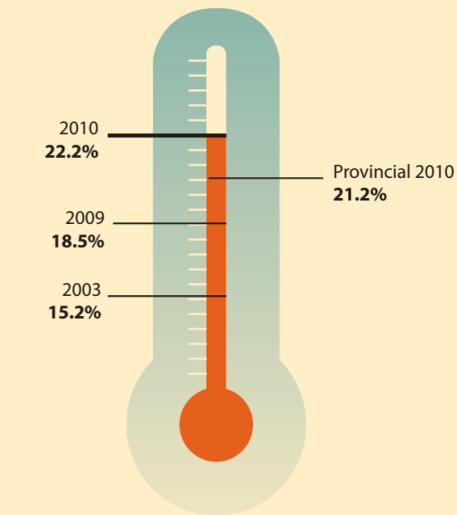
% of Calgarians aged 12 and older identified as current smokers



Smoking costs the Alberta economy \$1.8 billion annually, mostly in medical bills and sick days. Every year, more than 3,000 Albertans die from tobacco-related illnesses.

More Calgarians lack a regular medical doctor

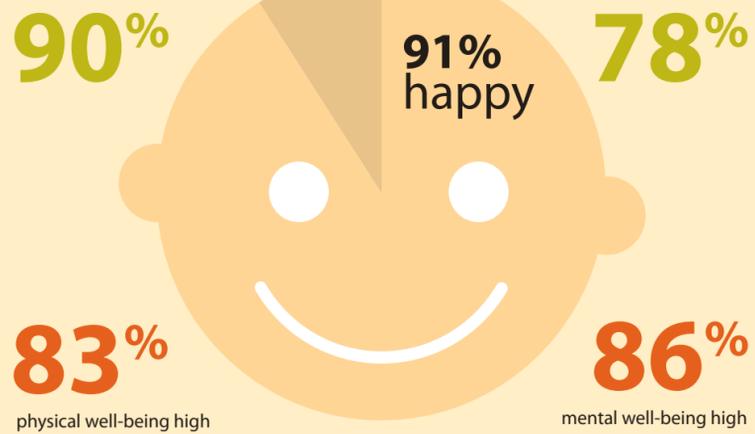
% of Calgarians who reported not having a regular medical doctor.



Calgarians' happiness and sense of well-being high

surrounded by loving family, companions and/or friends

happy in their job and satisfied with their work



Donations at Work:

The Kayak Foundation granted to **Ghost River Rediscovery's** Healing with Honour mentorship program, which helps heal Aboriginal seniors and empowers them to make substantial changes in their lives and the lives of youth in their community.

Citizen Priorities:

- Increase availability of family physicians
- Shorter wait times for surgery
- Less crowded emergency departments

3 Things You Can Do:

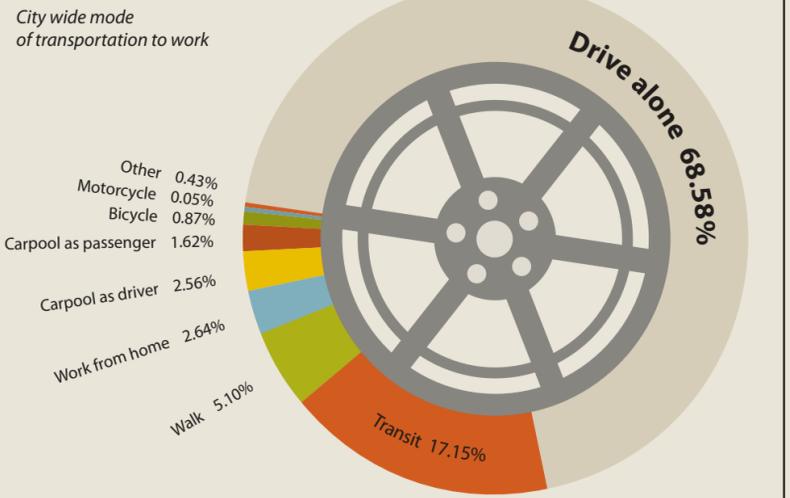
- Join a charity fun run or bike race.
- Visit calgary.ca to see pathways and bikeways maps.
- Learn positive ways to cope with stress – hike, try yoga, meditate.

Getting Around



Most commute alone

City wide mode of transportation to work



Transportation system earns a "C" in world survey

Calgary earned good grades for transit fares, congestion and freight activity and lower marks for ridership and track length.

Donations at Work:

The **Parks Foundation Calgary Greenway Project** recently received funding from an anonymous donor to assist with development of the 113 km pathway that will eventually encircle the entire city.

Citizen Priorities:

- Expand LRT service
- Improve bus service
- Coordinate construction work

3 Things You Can Do:

- Find your niche in Calgary's cycling community. Visit bikecalgary.org to get started.
- Take public transit.
- Participate in Calgary Car Share – a cheaper and greener alternative.

Transit reduces greenhouse gas emissions

In 2010, 289,000 tonnes of greenhouse gas emissions were avoided when Calgarians chose to use transit instead of private vehicles.

Using transit eliminated

289,000 tonnes of greenhouse gas emissions

C Train powered by renewable energy eliminated

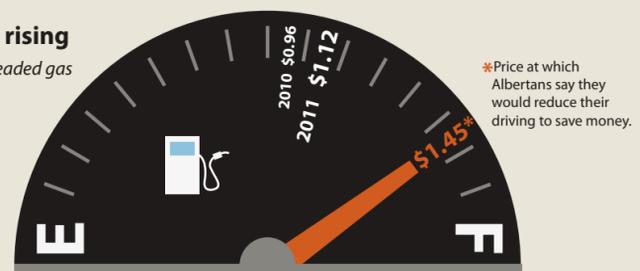
47,000 tonnes of greenhouse gas emissions



Gasoline price rising

Average price for unleaded gas in Calgary in August.

(price per litre)



Financial Well-Being

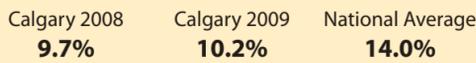
Poverty rate rises

Based on Low Income Cut-Offs (LICO) before tax

LICOs represent an income threshold where a family is likely to spend 20% more of its income on food, shelter and clothing than the average family.

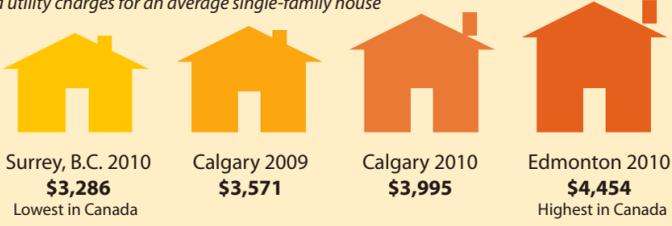


Child poverty rate rises



Property tax and utility charges relatively low but rising

Combined cost of total property tax (municipal and school taxes) and utility charges for an average single-family house



Median family income shrinks



Cost of living comparatively moderate

Mercer's 2011 Cost of Living Survey, which ranks 214 cities on five continents

2011	Rank	City	Country
1	Luanda	Angola	
2	Toyko	Japan	
4	Moscow	Russia	
5	Geneva	Switzerland	
6	Osaka	Japan	
7	Zurich	Switzerland	
8	Singapore	Singapore	
9	Hong Kong	Hong Kong	
12	Rio de Janeiro	Brazil	
18	London	England	
20	Beijing	China	
22	Paris	France	
32	New York City	United States	
34	Rome	Italy	
39	Stockholm	Sweden	
59	Toronto	Canada	
65	Vancouver	Canada	
79	Montreal	Canada	
81	Dubai	UAE	
95	Mumbai	India	

96 Calgary Canada

The survey measures the comparative cost of more than 200 items including housing, transportation, food, clothing, household goods and entertainment.

Donations at Work:

Administered by The Calgary Foundation, the **Owen Hart Foundation's Housing Program** provides individuals living in low-income situations with the opportunity to participate in financial literacy courses and save for a down payment.

Citizen Priorities:

- Implement a living wage
- More affordable child care
- Improve access to healthy food

3 Things You Can Do:

- Donate gently used clothing/goods to Women In Need Society.
- Help a new immigrant family get established...assist with writing a resume or a job search.
- Take advantage of The City of Calgary's Secondary Suites Grant Program – apply for up to \$25,000.

Neighbourhoods

Volunteer-led community clean-ups on the rise



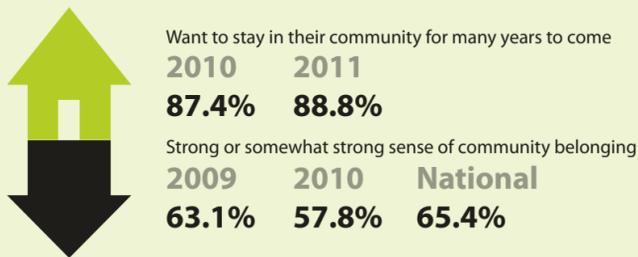
600,000 kilograms

of unwanted materials and garbage were removed from these communities including a significant amount of e-waste and metals that were recycled.

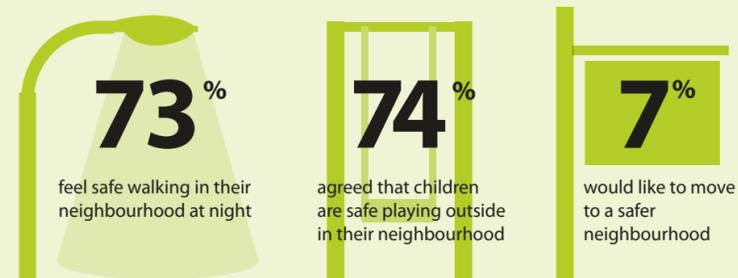
Calgarians keen to help out in their neighbourhood



Community satisfaction high, sense of belonging drops



Most feel safe in their neighbourhoods



Donations at Work:

Sustainable Calgary Society received funding for the Sunnyside Community Mapping Program, where residents discussed ways to turn underutilized neighbourhood spaces along the LRT line into lively community hubs.

Citizen Priorities:

- Improve walkability
- Opportunities to interact with neighbours
- Reduce isolation of seniors and persons with disabilities

3 Things You Can Do:

- Join your community association's "Meet Our Neighbours Day." If they don't have one, start one.
- Organize a progressive dinner party - it's a great meal, a great walk and a great time with your neighbours.
- Cultivate a community garden. The food bank will be happy to take your surplus!

Learning

Undergrad tuition high

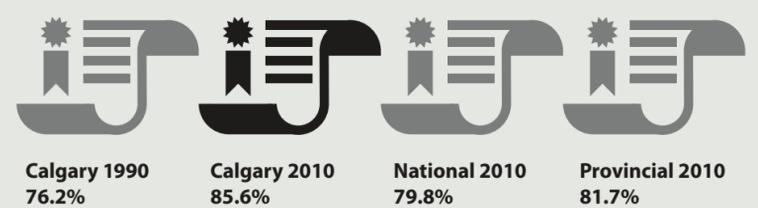


Average student debt rising

Average debt reported by Alberta graduates with a bachelor's degree in 2009

\$24,305

More complete high school



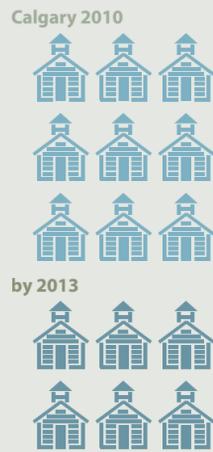
High life long learning

According to the 2010 Composite Learning Index (CLI), Calgary's score of **88** is the third highest among Vital Signs communities, higher than the national average of 75.

88

The CLI is an annual measure of Canada's progress in lifelong learning based on indicators that reflect the many ways Canadians learn — in school, home, at work, and in the community.

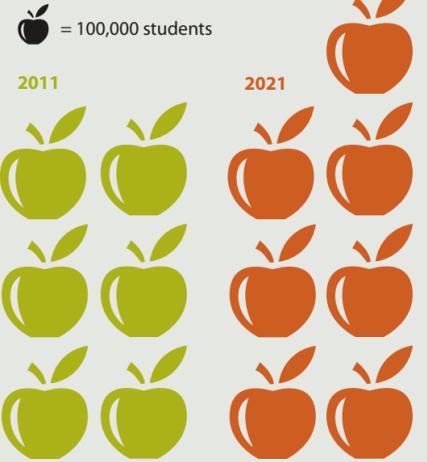
New schools



Half of Calgary school buildings are over 40 years old. Three schools are undergoing modernizations.

New students

The province estimates the number of students in Alberta could increase by 100,000 to 700,000 within the next decade.



Donations at Work:

Created in honour of Hazel Gillespie, respected community investment professional, the **Community Investment Leadership Award Fund** recognizes the important and growing discipline of community investment, and supports professional development in the field of philanthropy.

Citizen Priorities:

- More resources for high quality public schools
- Smaller class sizes
- Affordable post-secondary education

3 Things You Can Do:

- Be a book. Be part of the Calgary Public Library's Living Library.
- Join the parent council at your children's school.
- Be a lifelong learner...enrol in a continuing education class.

Increased investment in festivals & events



In 2010, The City of Calgary's new Festival & Event Policy invested \$400,000 in eight local festivals and events, which included Afrikadey! Festival, Calgary Comic & Entertainment Expo, Choose Yer Own Festival, Giant Incandescent Resonating Animation Festival, High Performance Rodeo, International Festival of Animated Objects, Sled Island Music and Arts Festival and Summer Opera Festival.

Fourth largest film and television location in Canada

The most Oscar, Golden Globe and Emmy nominations of any jurisdiction in Canada in 2010.



Attendance at cultural events in 2010

Calgarians, aged 15 and older



Public art flourishing

Hey, we've got company... Since the inception of The City of Calgary's public art policy in 2004, which mandated that 1% of the cost of all City capital projects worth over \$1 million be invested in public art, 28 public artworks valued at \$5 million have been installed throughout the city.

I heard that as of December 2010, a further 29 installations, valued at \$11.5 million, are planned for locations such as LRT stations, parks and public spaces.



Donations at Work:

The **Golda Elliott Memorial Fund** for the School of Alberta Ballet supports the former Alberta Ballet Chair of the Board's love for arts by funding the Company's Guest Teacher and Boys' Scholarship Programs.

Citizen Priorities:

- More affordable activities
- Better promotion of events
- Increase funding

3 Things You Can Do:

- Check out a local arts event or street festival... take a friend.
- Join a heritage walk or Jane's Walk.
- Buy gifts from a local artist, artisan or food producer.

Proportion of seniors to double over the next 30 years

This trend is driven by baby boomers, the first of which turn 65 in 2011.

2010

9.5% of Calgarians (about 100,000 people)

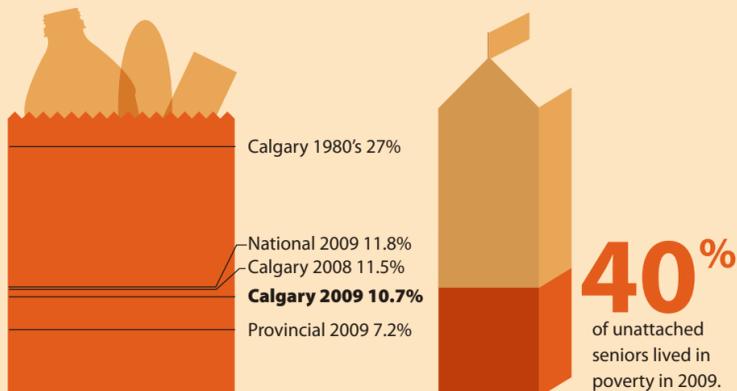


2036

20% of Calgarians



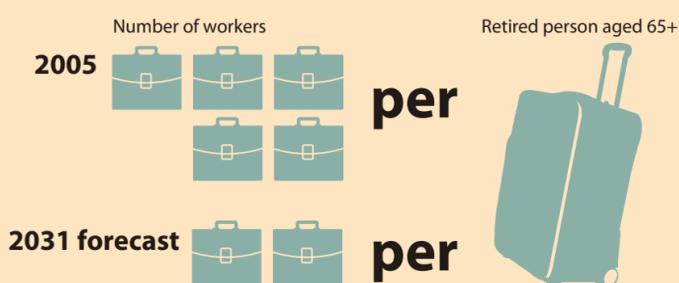
Seniors (65+) poverty rate improving



Based on 2009 LICO which represents an income threshold where a family is likely to spend 20% more of its income on food, shelter and clothing than the average family.

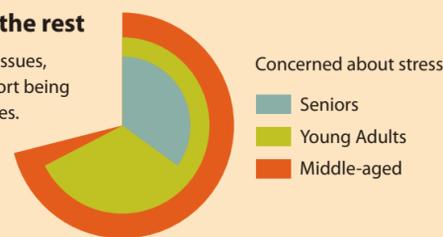
Fewer wage-earning workers per retiree

As the population ages, stresses on the health system and public pensions continue to grow.



Seniors less stressed than the rest

According to a 2009 survey on social issues, Calgary seniors were less likely to report being concerned about the majority of issues. They were also half as likely to be concerned about not having enough money for food and housing.



Donations at Work:

Calgary Family Services received grants for the **Get Up and Go Collaborative** which works with seniors and their families to address transportation options and helps older adults stay active in the community.

Citizen Priorities:

- More assisted living options
- Reduce isolation
- More housing options

3 Things You Can Do:

- Reach out to a senior in your neighbourhood - shovel their driveway, take them shopping or invite them to dinner.
- Talk to a senior - they could teach you a lot.
- Connect with Calgary's multicultural community of seniors through LINKages.

Voter turnout improves

Federal Election 2011



Municipal Election 2010



Good community association support

Calgarians who said they belong to the more than 170 Community Associations:



In 2009

20,000

Calgarians volunteered for their community associations, making them collectively the largest volunteer organization in Calgary.

Emerging use of social media

The City of Calgary's Election App, the first of its kind in Canada, had almost 4,500 downloads making it the seventh most popular social networking App in Canada on the day of the 2010 municipal election.

Followers on Twitter as of August 2011



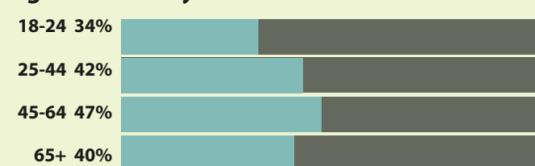
Calgary Flames 54,123
Mayor Nenshi 25,270
Vancouver's Mayor 16,411
Toronto's Mayor 12,189

Most volunteers contributed an average of:

5.4 hours per month



Ages most likely to volunteer



Volunteer Engagement

43% of adults reported that they volunteered in 2008



Donations at Work:

A grant to the **Ethno Cultural Council of Calgary** and **Immigrant Sector Council** supported a small resident-led discussion session, Why Not Vote? which drew great participation from diverse Calgary communities and led to numerous civic election engagement activities.

Citizen Priorities:

- Build awareness of engagement opportunities
- Increase voter turnout
- Involvement of marginalized groups

3 Things You Can Do:

- Volunteer at least twice a month at a nonprofit.
- Follow The City of Calgary on Twitter or visit calgary.ca to add your voice to our City's discussions.
- Contribute your ideas to calgaryisawesome.com



We connect, collaborate, inspire...

The Calgary Foundation, established in 1955, facilitates collaborative philanthropy by making powerful connections between donors and community organizations for the long term benefit of Calgary and surrounding area.

... and listen.

The Foundation is listening to Calgarians. We serve as a catalyst and convener, creating a meeting place to develop partnerships and bring people together to take the pulse of Calgary.

In 2010 – 2011 The Calgary Foundation

- Received \$50 million in new gifts
- Increased the asset base to \$396 million
- Granted \$22.2 million to 651 charitable organizations
- Established 55 new funds

The Calgary Foundation 2011-2012 Board of Directors

- Alison T. Love, *Chair*
 Gerald M. Deyell, Q.C., *Vice-Chair*
 Catherine (Kay) Best
 Ali A. Bhojani
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 Walter Hossli
 Ross Kobayashi
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 Ken Little
 Gregory Lohnes
 Patti Pon
 Donald Thurston
 Anne Tingle

Eva Friesen, *President & CEO*

Community Research Partners

- Calgary Arts Development
- Calgary Economic Development
- Calgary Herald
- Calgary Homeless Foundation
- Calgary Police Services
- City of Calgary, Office of Sustainability
- City of Calgary, Community & Neighbourhood Services
- Vibrant Communities Calgary

Research Sources

- Alberta Health Services
- Alberta Motor Association
- Calgary Board of Education
- Calgary Police Commission
- Canadian Broadcasting Corporation
- Canada Mortgage and Housing Corporation
- City of Calgary
- Animal & Bylaw Services
- Civic Census
- Calgary Transit
- Environmental & Safety Management
- Fire Department
- Land Use Planning & Policy
- Public Art Program
- Public Safety Communications
- Transportation Planning
- Conference Board of Canada
- Mercer 2011 Cost of Living Survey
- RBC Economics
- Statistics Canada
- The City of Edmonton Planning and Development
- Toronto Board of Trade 2011 Scorecard on Prosperity
- United Way of Calgary and Area

Vital Signs Project Team

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Project Leader- Vice President, Communications
- Janice Francey
Communications Specialist
- Taylor Barrie
Communications Assistant
- Monica Pohlmann
Community Engagement & Research Consultant
- CREATIVE PARTNER
 juice creative inc.
- SURVEY PARTNER
 The Praxis Group



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Citizen Opinion Survey

This year, 1,059 citizens added their voice to Calgary's Vital Signs by assigning grades, choosing their top 3 priorities and adding their comments on things that are working well in each of the 12 key issue areas. This year they also answered questions about quality of life, happiness and connection to community. They also took the time to provide almost 9,000 comments on the 12 key issue areas.

The online survey, conducted by The Praxis Group, is based on a 'self-selected' respondent population. Data is accurate + or - 3% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error + or - 5% 19 times out of 20. Recently, a comparison of the responses from a random sample telephone survey and the online survey revealed negligible differences between the two groups. So, statistically speaking, yes, our sample does give an accurate perceptual check.

Nice numbers!

Local subject matter experts representing a wide range of Calgary organizations were consulted to identify current trends and research to ensure that the indicators used for Calgary's Vital Signs are relevant, accurate and comprehensive. Community Foundations of Canada retained The Centre for the Study of Living Standards to undertake national research and provide additional indicator data.

Where did we get them?

There is some pretty heavy reading if you're up for it.

The sources for all indicators can be found at thecalgaryfoundation.org

Grader Profile

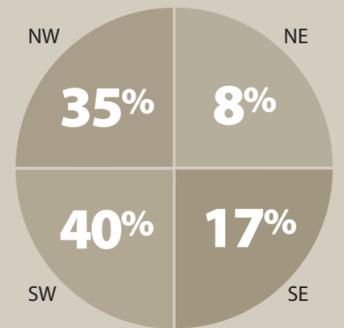


Age:

- 0 - 24: 9%
- 25 - 44: 39%
- 45 - 64: 45%
- Over 65: 7%



Graders by city quadrant:



83% born in Canada 80% lived in Calgary 10 years or more

How did we get our graders?

Over 100 community partners representing the corporate, government and charitable sectors helped distribute the invitation to grade, including:

- Kids Help Phone posted on their website
- Mayor Nenshi tweeted to his 26,000 followers
- Bow Valley College sent to their alumni via e-news
- Inn from the Cold and Mustard Seed shared with their clients
- First Calgary Financial posted on Facebook
- imagineCALGARY sent out in their newsletter
- DeVry Institute of Technology who engaged their students



Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and assigns grades in a range of areas critical to quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada.