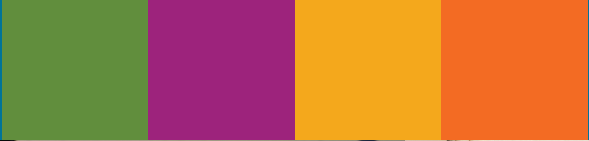
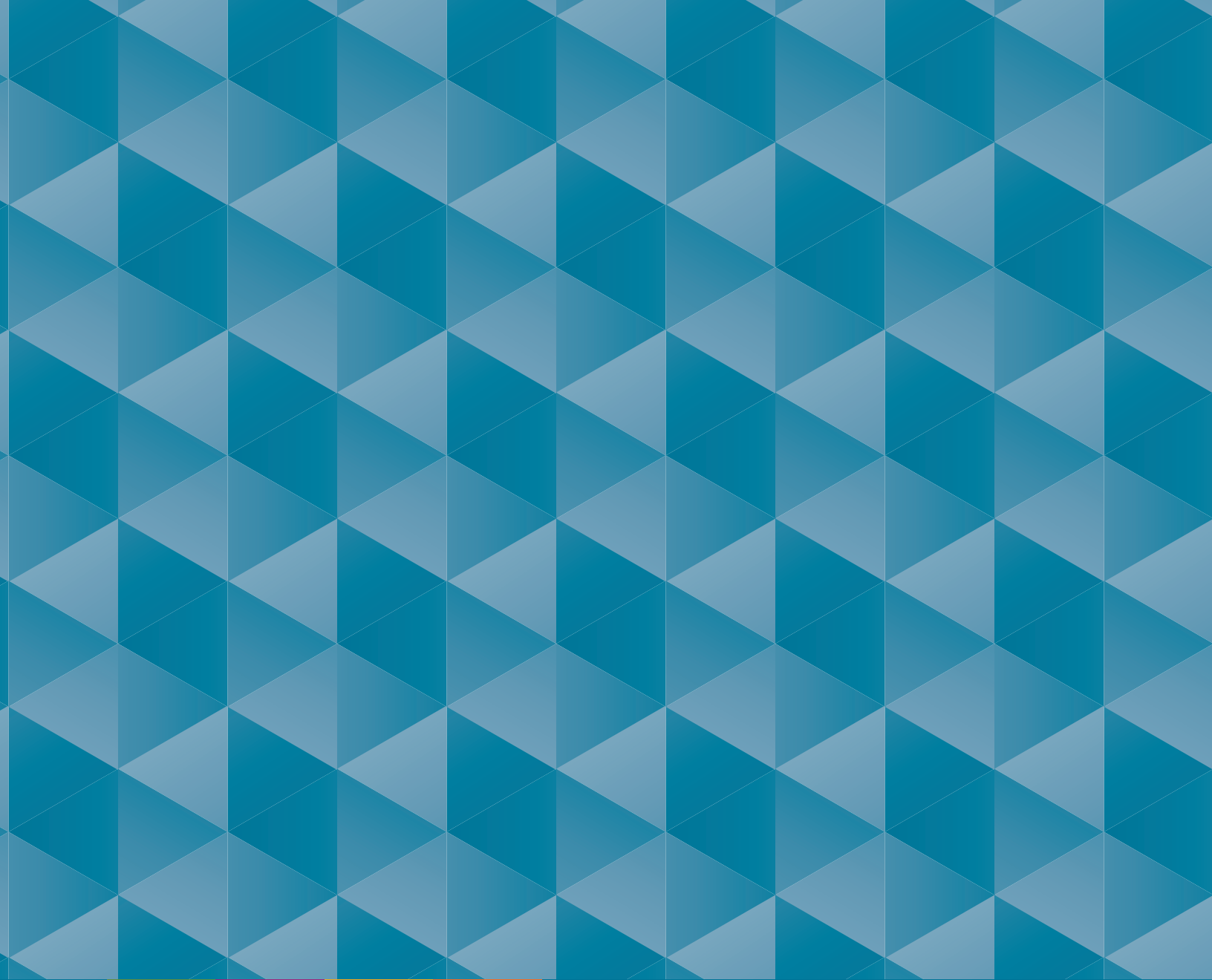


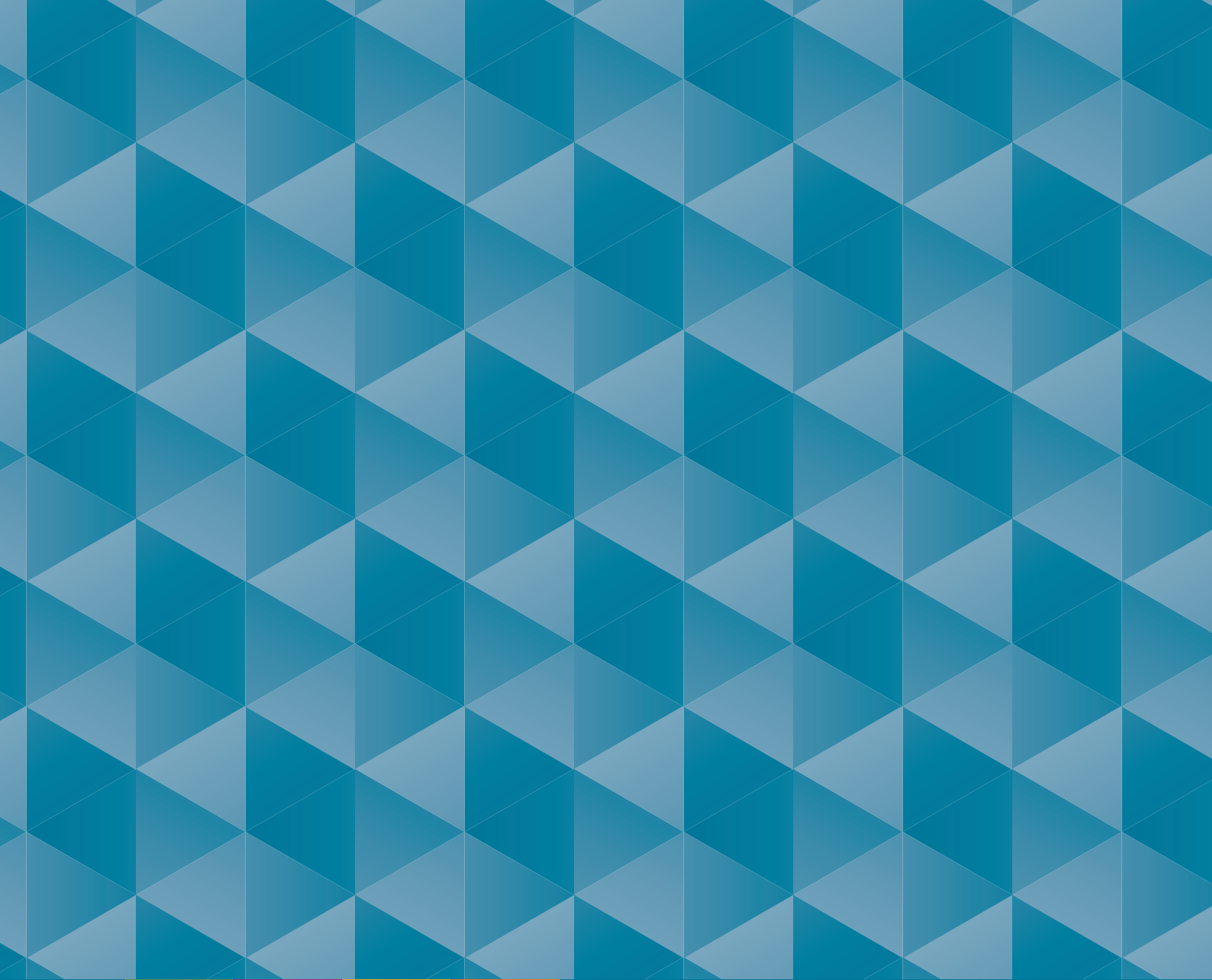
STRATHCONA COUNTY RECREATION AND CULTURE STRATEGY

COMMUNITY PROFILE

PREPARED BY: RC STRATEGIES+PERC
MAY 2019

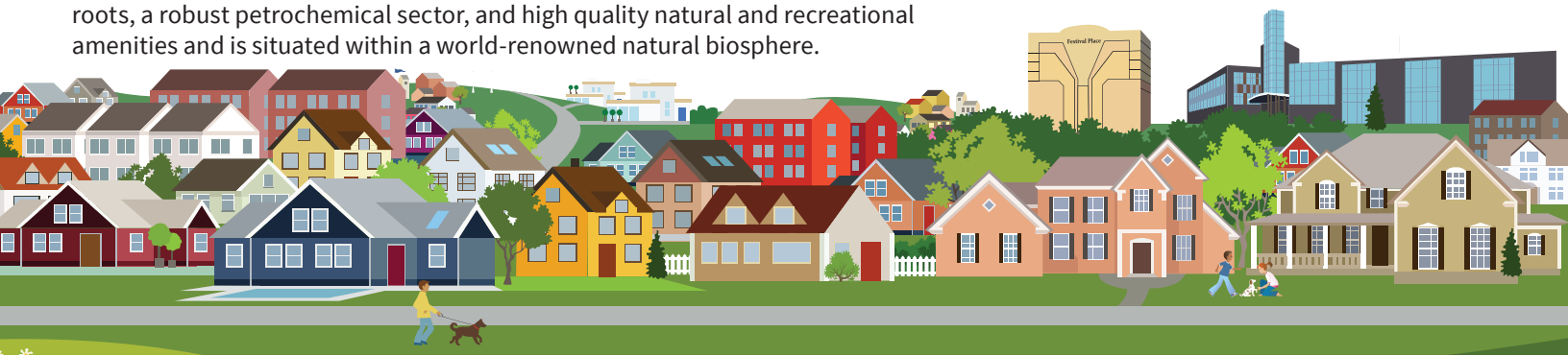






COMMUNITY OVERVIEW

Strathcona County has a rich cultural and economic history, with strong agricultural roots, a robust petrochemical sector, and high quality natural and recreational amenities and is situated within a world-renowned natural biosphere.



POPULATION



The County's population has nearly doubled since 1989. While population growth has slowed slightly, steady growth should be expected moving forward.



BY 2036

By 2036, the County's population may exceed 130,000. Based on national and local trends, it is likely that the proportion of seniors (age 65+) in the County will increase significantly. This will create new demands and pressures for the provision of County infrastructure, as well as health, education, and other services.



Immigration is slowly increasing within the County, with immigrants arriving from a greater diversity of countries, including the Philippines.



73% of the County's population lives within the Sherwood Park urban service area and 27% reside within the rural service area.

ECONOMY



The County's economy has traditionally relied upon the vitality of the petrochemical industry. However, in recent years the County's economy has diversified into retail, construction, and light industrial.



The median household after tax income (\$104,689) is significantly higher than the provincial median (\$80,300).



3.4% of the County households are categorized as low-income.



Approximately 12% of residents' property taxes is allocated towards recreation, parks, and culture. A household that lives in a \$500,000 home (which is the close to the average home resale price in Strathcona County) would pay \$3,475 in property taxes; \$414 of which would go towards funding recreation, parks, and culture.



The County participates on regional boards and committees to help ensure that long-term growth and development continues to provide residents with a high quality of life.

TABLE OF CONTENTS

Contents

1	Introduction	
2	Engagement Activities	
3	Findings	
	Intercept Survey (Online and SCOOP)	
	Household Resident Survey	
	Community Group and Stakeholder Survey	
	Community Group Meetings	
	Cultural Groups	
	Recreation Groups	
	Youth Survey (Online and SCOOP)	

Appendices

1	Household Resident Survey	36
2	Community Group and Stakeholder Survey	47
4	Youth Survey	53



Youth Leaders in Training

1 COMMUNITY CONTEXT

Strathcona County is a diverse community of just over 98,000 residents located within Alberta's industrial heartland. The County encompasses 1,262 square kilometers and is the most populous of six 'Specialized Municipalities'¹ within the province. Effective as of 1996, Strathcona County's 'Specialized Municipality' status is both a point of pride in the community and a recognition by the Government of Alberta of the County's unique blend of landscapes, industries, and urban and rural population bases. This unique status enables the County to provide adaptable, transparent, and context-specific governance to both its urban and rural residents, with its urban area governed and serviced similar to that of a city and its rural areas similar to that of a municipal district. The County is comprised of Sherwood Park, a large urban service area with a population of 71,332, and eight rural hamlets: Antler Lake, Ardrossan, Collingwood Cove, Half Moon Lake, Hastings Lake, Josephburg, North Cooking Lake, and South Cooking Lake. Nearly 27,049 residents of the County call these hamlets and other rural population areas home.

The County is well-connected to other population centres in the province via major transportation corridors, including the Trans-Canada/Yellowhead Highway, Queen Elizabeth Highway, Anthony Henday Ring Road, and the CP/CN railway lines. Furthermore the Edmonton International Airport is approximately a 30 minute drive away. The County also maintains over 1,300 km of rural and 400 km of urban roadways, ensuring excellent accessibility for residents and visitors. The County shares a long common border with the City of Edmonton, with downtown Edmonton approximately a 25 minute drive from Sherwood Park.

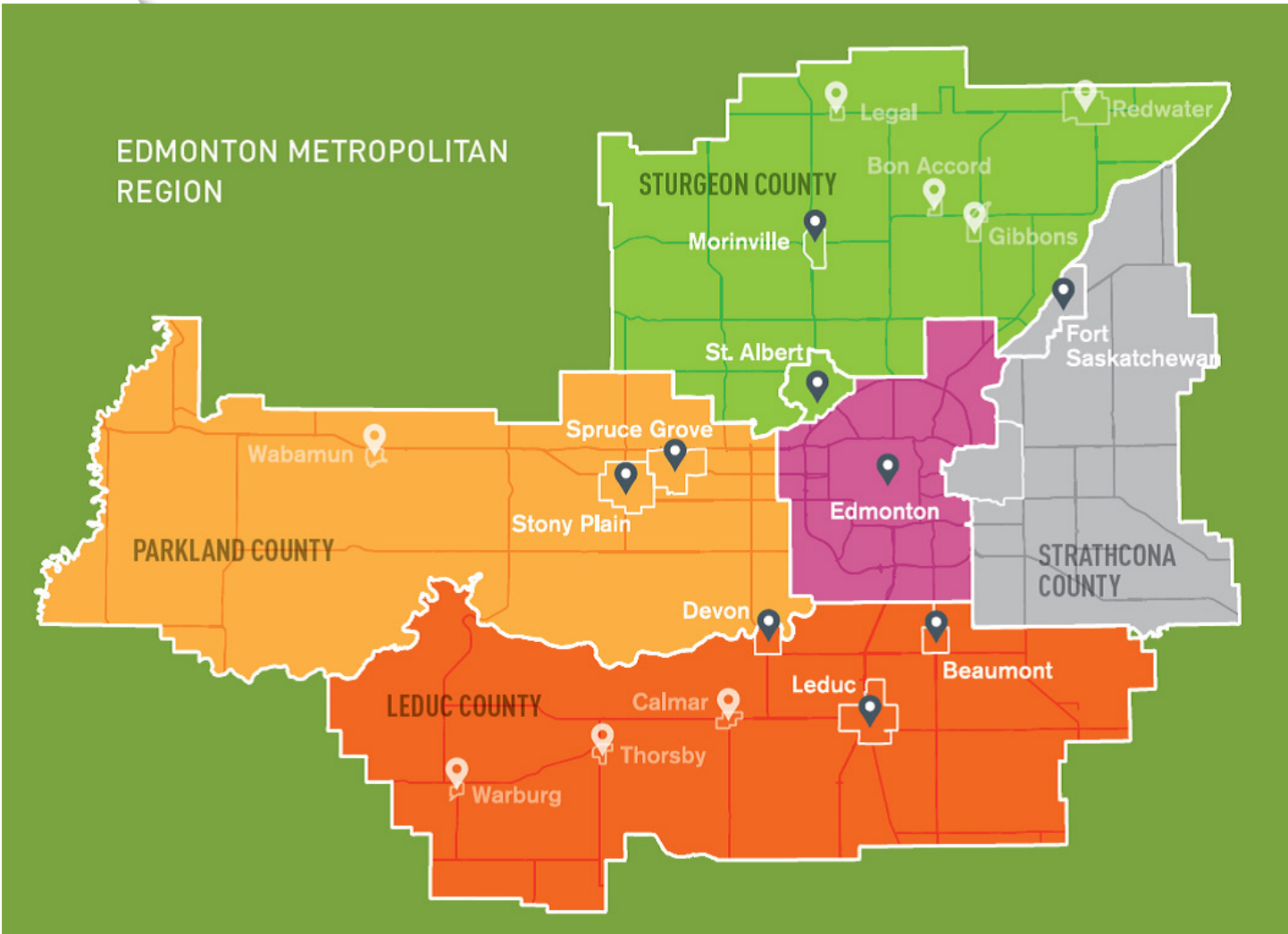
Strathcona County is an active participant on regional governing bodies, serving as a critical voice on the Edmonton Metropolitan Region Board (EMRB). The EMRB is a collaboration of 12 municipalities and districts seeking

to coordinate growth and development within the greater Edmonton region. With strong regional partnerships, a unique mix of urban and rural areas, and a robust economy, it is not surprising that Strathcona County's population has nearly doubled in the last 30 years.



RE/MAX Spray Park at Broadmoor Lake Park

¹ Regional Municipality of Wood Buffalo, Strathcona County, Mackenzie County, Municipality of Jasper, Municipality of Crowsnest Pass, Lac La Biche County are the specialized municipalities.



2 HISTORY

While the County's modern history is largely characterized by rapid population growth and economic prosperity, its geological history stretches back nearly 12,000 years. Known by First Nations peoples as the Beaver Hills, the County is situated within the Beaver Hills/Cooking Lake Moraine, created by the retreat of glaciers in the area. With rolling-hill terrain, gravel deposits, rich soils and wetlands, the Moraine provides an excellent habitat for a wide diversity of vegetation and wildlife. In 2016, the Beaver Hills Moraine was recognized as a United Nations Educational, Scientific, and Cultural Organization (UNESCO) Biosphere – a global recognition of the significance of the region's biodiversity and conservation efforts made at a regional-scale.

The Moraine is the traditional territory of First Nations people. Evidence of human activity in the area dates back at least 8,000 years. The Beaver (Sarcee) Indians arrived from the Peace River region more than 300 years ago. The Eastern Woodland Cree soon moved into the area as well, establishing trading relationships between European fur traders and local First Nations trappers. Lively fur trade activity led to the development of Edmonton House – a large Hudson's Bay Company outpost located on the northern bank of the North Saskatchewan River. As the fur trade began to wane in the 1870s, new settlers traveled to the area to homestead and several rail lines were built following Confederation. As the pace of development accelerated in the Moraine, efforts to conserve sensitive landscapes and species intensified, exemplified by the 1913 creation of Elk Island National Park to protect species at risk.

With its rich soils, agriculture formed the early economic base for residents in the area. The importance of agriculture to the local community continues to endure: more than 87,000 hectares of land was utilized for agriculture within the County in 2018. With the discovery of oil in Leduc in

1947, the region would be forever transformed by industrial activity, characterized by oil, gas, and mineral extraction. With more and more residents arriving in the area, suburban development began to expand rapidly in the County in the 1950s. Designed as a satellite town to Edmonton, 'Sherwood Heights' provided residents with paved roads, lower taxes, and affordable model homes. The burgeoning hamlet would be renamed Sherwood Park in 1956. Declared the County of Strathcona #20 in 1962, the County would grow steadily from that point forward, providing residents with opportunities to live serene lifestyles within a growing urban centre, or within firmly established rural areas.



Snowshoe Path at Strathcona Wilderness Centre

3 ECONOMY AND TAXATION






Today, the County's economy is characterized by the petrochemical industry, agriculture, manufacturing, construction, logistics, small businesses, and diverse services needed to support a growing population. The County, situated within Alberta's Industrial Heartland, is home to 75% of all petrochemical refining in Canada. The petrochemical sector provides a critical base for the County's economy, supporting the prosperity and quality-of-life enjoyed by its residents.

Regarding municipal property taxes, the County collected a total of \$221.4 million in revenues in 2017. Of the total municipal property tax revenue, 44% was from industrial and linear property, 34% was from residential property, and 22% was from commercial property.

2017 Municipal Property Tax Revenue
(In Millions)



Approximately 12% of residents' property taxes is allocated towards recreation, parks, and culture. With a 2018 residential tax rate of 6.9507, five scenarios are displayed below to show how much households pay towards recreation, parks, and culture through annual taxes. A household that lives in a \$500,000 home (which is the close to the average home resale price in Strathcona County) would pay \$3,475 in property taxes; \$414 of which would go towards funding recreation, parks, and culture.

					
Residential Property Assessment	\$250,000	\$500,000	\$750,000	\$1,000,000	\$1,250,000
Total Property Taxes	\$1,738	\$3,475	\$5,214	\$6,950	\$8,688
Amount that goes towards Recreation, Parks, and Culture	\$207	\$414	\$621	\$828	\$1,035

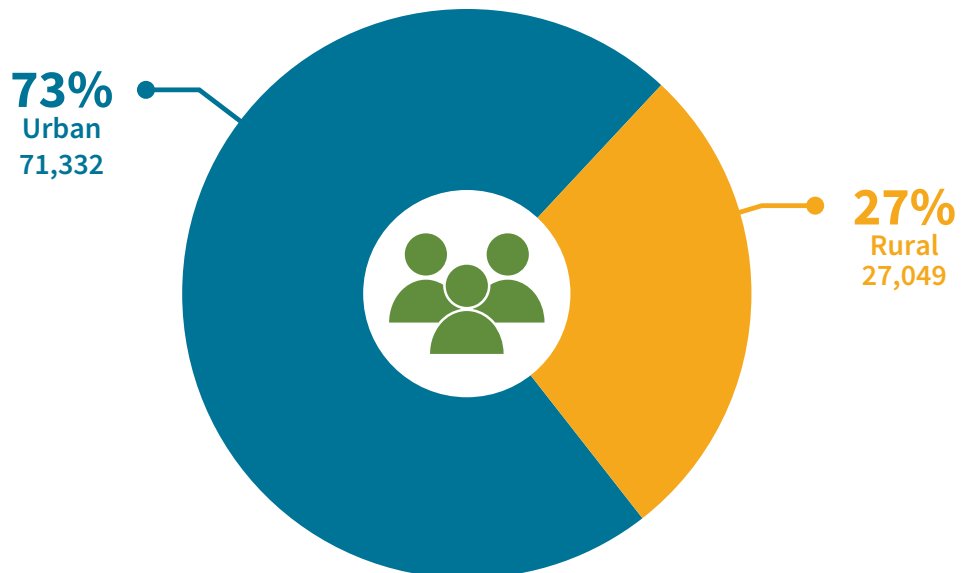


Emerald Hills Leisure Centre

4 POPULATION

As of 2018, 98,381 residents call Strathcona County home.¹ The County is Alberta's fourth most populated municipality. Seventy-three percent (73%) of the County's population lives within the Sherwood Park urban service area, which grew by 9.1% between 2011 and 2016. An additional 27,049 reside within the County's rural service area, including within the County's 8 hamlets and other population areas.

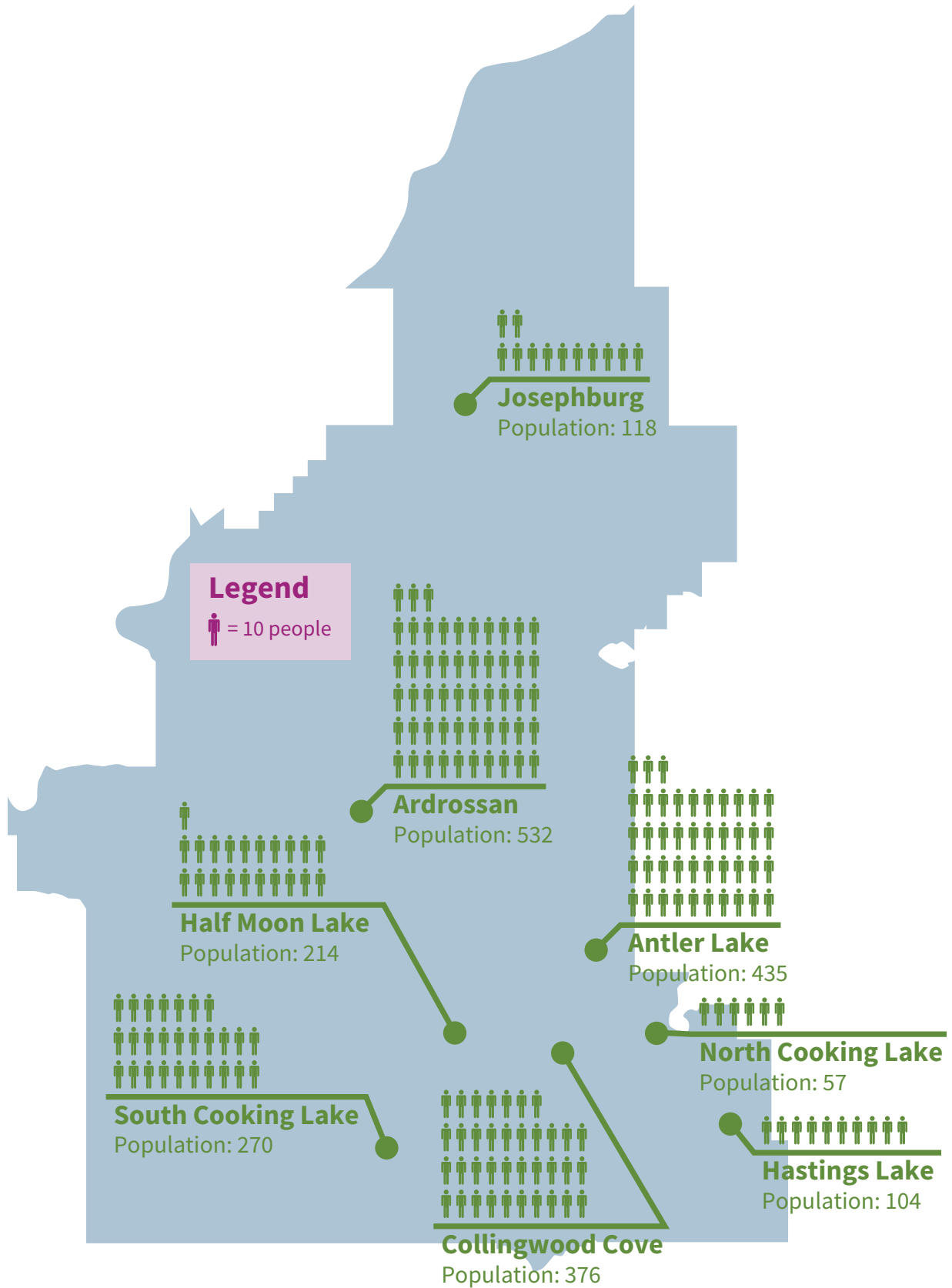
Proportion of Urban and Rural Residents



Clay Hut @ Smeltzer House

¹ 2018 Strathcona County Municipal Census.

Rural Community Population

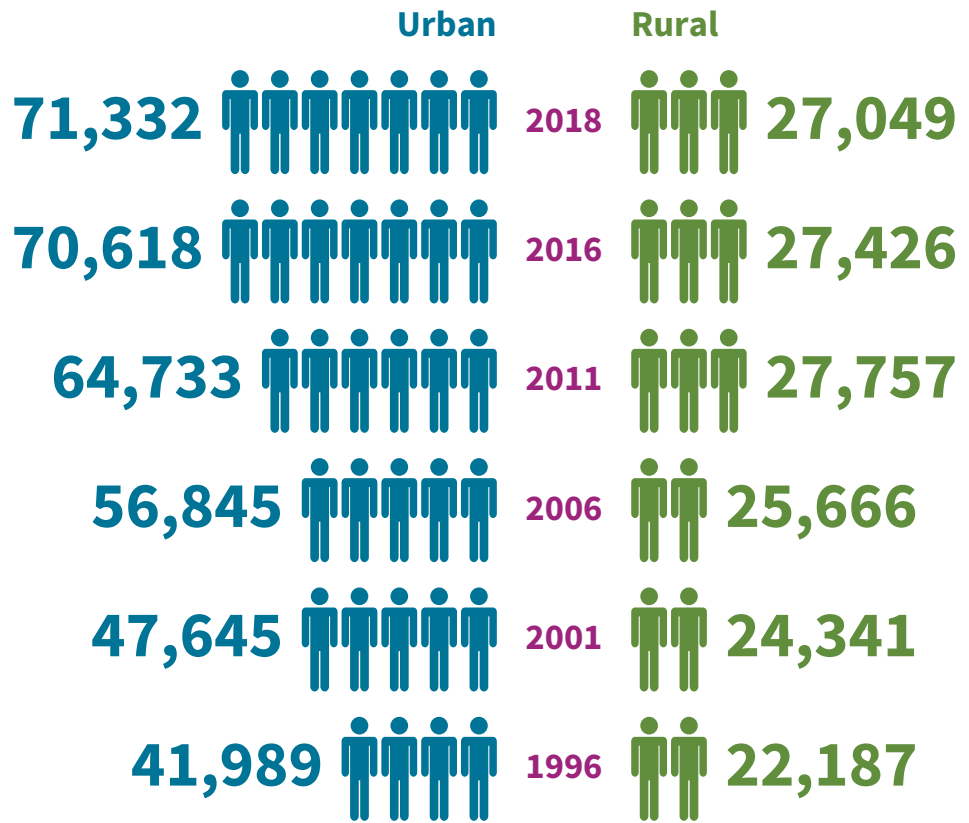


PAST GROWTH

The population of the County's rural service area declined slightly between 2011 and 2016 (-1.19%), but prior to this period grew at a steady rate of approximately 1.4% per year between 2001 and 2011.

The County's growth rate (6.0%) was lower than the provincial average between 2011 and 2016.² However, when differentiating between the County's urban and rural service areas, Sherwood Park's population increased at a rate (9.0%) that more closely mirrors the provincial rate (11.6%).

Past Growth: Urban and Rural Residents



Adult Fitness Class at Millennium Place

2 Statistics Canada.

GROWTH SCENARIOS: 2021-2036

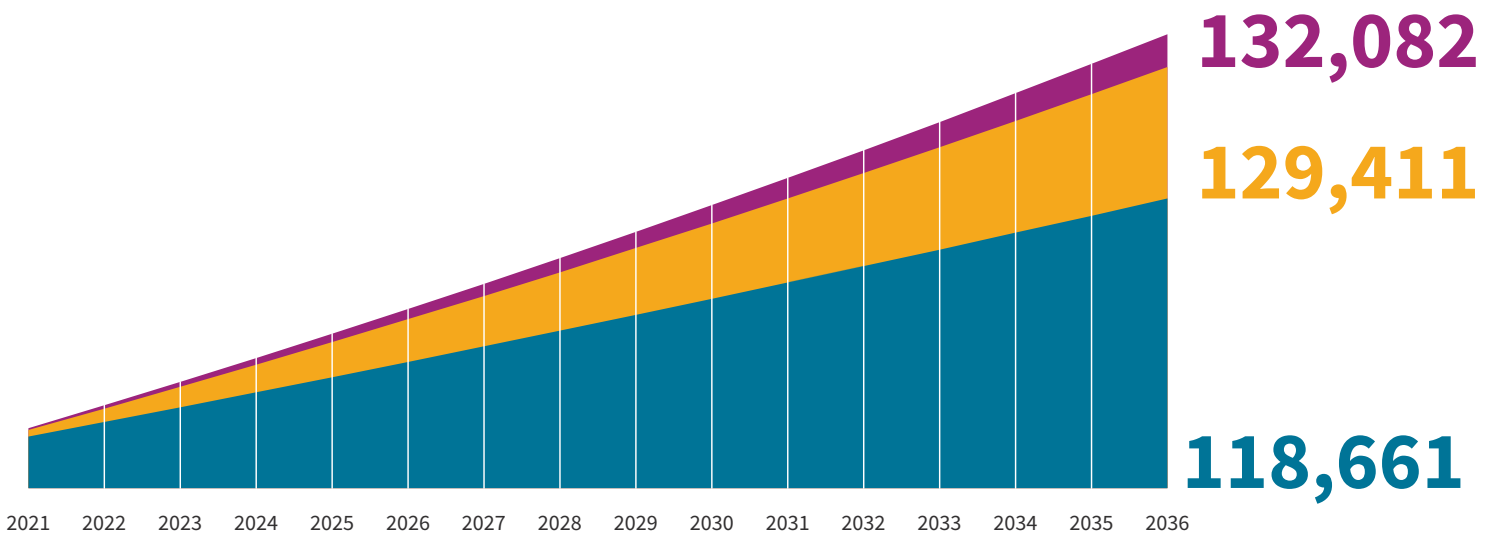
Looking back at the last 5, 10, and 15 years, the County has experienced a growth rate of 1.20%, 1.75%, and 1.88% on an annual basis, respectively. Applying these rates as scenarios over the next 15 years, The County’s population could grow to a total between 118,661 and 132,082 by 2036. The accompanying graph and table illustrate these growth scenarios and population trends.

Scenario	Annual Growth	Based On	2021	2026	2031	2036
High	1.88%	2006-2016	99,887	109,636	120,337	132,082
Medium	1.75%	2001-2016	99,759	108,799	118,658	129,411
Low	1.20%	2011-2016	99,220	105,318	111,790	118,661

Population Projections

Based on Past Growth

■ High ■ Medium ■ Low



5 DEMOGRAPHICS

According to Statistics Canada, the County has slightly more females than males and its population is on average 1.4 years older than the provincial level of 37.8. The County’s rural service area population tends to be several years older on average than residents in the urban service area. In 2015, the County’s urban population averaged 38.5 years and its rural population averaged 40, continuing a longer-term aging trend observed in the County. As many communities in Alberta continue to age, it is likely that this trend has continued to date in the County. It can be reasonably assumed that the County’s rural population remains slightly older on average than its urban counterparts. It should be noted that in 2015 most of the County’s population over the age of 65 (8,419 out of 11,618) lived within the urban service area, likely due to greater proximity and accessibility to a range of services. However, both the urban and rural service areas will likely experience population growth in the 65+ age groups.

Strathcona County households have significantly higher-than-average median after-tax incomes than provincial and national averages. At nearly \$105,000, the County’s median after-tax income is \$25,000 higher than the Alberta average and \$43,500 higher than the Canadian average, respectively. Over three percent (3.4%) of County households fall within the category of low-income, compared to 8.2% of households at the provincial level. Nearly 9 in 10 households (89%) households own their homes, compared to under three-quarters (72.4%) provincially.

Characteristic	Strathcona County	Comparison to Provincial Average
Overall Growth (2011-2016)	6.0%	Lower than provincial average (11.6%)
Gender Distribution	50.4% female	2001-2016
49.6% male	Slightly more female (50.1% male, 49.9% female)	2011-2016
Average Age	39.2 years	Older than provincial average (37.8)
Household Size	2.7 average members per household	Slightly higher than provincial average (2.6 members per household)
Household Income (2016)	\$104,689 median after tax income	Significantly higher than provincial average (\$80,300 median after tax income)

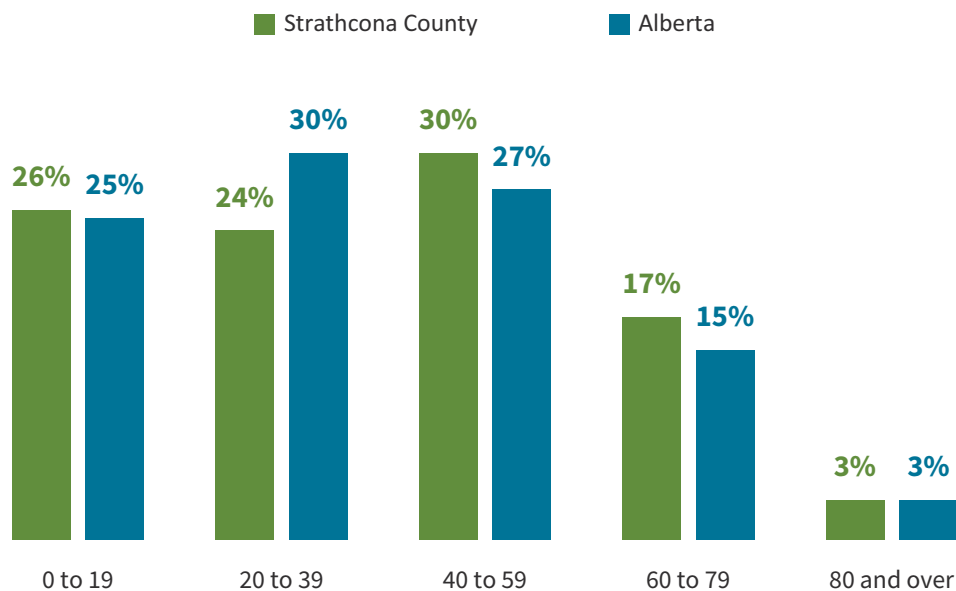
Approximately 19% of the County's population was between the age of 0 and 14 in 2016, compared to 20.8% in 2006. While the County's absolute number of residents between the age of 0 and 14 has increased between 2006 and 2016 (1,460), the proportion of this age group relative to the County population overall has declined over time. Over the same period, the absolute size of the County's population over the age of 65 and 75 has increased significantly since 2006. There are now 4,325 more residents age 65 to 74 and 2,275 more residents over the age of 75 residing in the County than in 2006. The proportion of these age cohorts relative to the overall County population has increased steadily over this period, as well. At the same time, the proportion of County residents that can be considered 'middle age', 40 to 54, has also declined since 2011.

Viewed together, these statistics suggest that the County should expect the proportion and absolute number of residents age 65+ to continue to grow into the future. However, the proportion of the County's population between the age of 25 and 39 has remained stable over time. This cohort is generally viewed as the most likely to begin a family due to entering and or/being of prime working age.

Nationally, Statistics Canada projects that individuals age 65+ will represent between 23-25% of the population by 2036, more than doubling in size from 2009 and surpassing the percentage of the population under age 14 for the first time in Canadian history.

Immigration has historically been a significant driver of population growth in Canada. The importance of immigration to stabilizing and growing the Canadian population is expected to increase. In 2016, approximately 10% of the County's population identified as being an immigrant, compared to 27.6% at the Provincial level. The County's immigrant population has increased over time, however, growing by 1,795 between 2011 and 2016, representing a 50% increase compared to the 2006 to 2011 period. Of the 1,795 immigrants arriving in the County between 2011 and 2016, 44% are from the Philippines; 12.5% are from the UK; and, 8.3% are from India. In 2011, individuals from the Philippines accounted for 14.5% of the County's immigration between 2006 and 2011. Not only has the rate of immigration to the County increased since 2011, the origin of its immigrant community is becoming more diverse over time.

Age Distribution



Approximately 4% of the County's population identifies as Aboriginal, which is less than the provincial percentage (6.5%). The number of residents in the County identifying as Aboriginal has increased by 400 since 2011 (3,880 in 2016).

Approximately seventy percent (69.5%) of County residents between the age of 25 and 64 have a post-secondary certificate, diploma, or degree, compared to 63.9% provincially. With a highly-educated workforce, the County's 2016 unemployment rate of 6.5% is significantly lower than the Alberta average of 9.0%. According to the National Occupational Classification system, sales and service is the largest employment sector in the County (17.9% or 10,135 jobs), followed by business, finance, and administration (17.3%, or 9,805 jobs), trades, transport, and related occupations (17.1%, or 9,670 jobs). Occupations in art, culture, recreation, and sport increased from 1,050 in 2011 to 1,265 in 2016, an increase of 20.5%, compared to 11.1% growth within this sector at the provincial level.

6

KEY FINDINGS

COMMUNITY OVERVIEW

Strathcona County has a rich cultural and economic history, with strong agricultural roots, a robust petrochemical sector, and high quality natural and recreational amenities and is situated within a world-renowned natural biosphere.

POPULATION AND DEMOGRAPHICS

The County's population has nearly doubled since 1989. While population growth has slowed slightly, steady growth should be expected moving forward.

By 2036, the County's population may exceed 130,000. Based on national and local trends, it is likely that the proportion of seniors (age 65+) in the County will increase significantly. This will create new demands and pressures for the provision of County infrastructure, as well as health, education, and other services.

Immigration is slowly increasing within the County, with immigrants arriving from a greater diversity of countries, including the Philippines.

73% of the County's population lives within the Sherwood Park urban service area and 27% reside within the rural service area.

ECONOMY

The County's economy has traditionally relied upon the vitality of the petrochemical industry. However, in recent years the County's economy has diversified into retail, construction, and light industrial.

The median household after tax income (\$104,689) is significantly higher than the provincial median (\$80,300).

3.4% of the County households are categorized as low-income.

Approximately 12% of residents' property taxes is allocated towards recreation, parks, and culture. A household that lives in a \$500,000 home (which is the close to the average home resale price in Strathcona County) would pay \$3,475 in property taxes; \$414 of which would go towards funding recreation, parks, and culture.

The County participates on regional boards and committees to help ensure that long-term growth and development continues to provide residents with a high quality of life.

