

STAFF REPORT:



REPORT TO: Finance and Administration
Committee

MEETING DATE: September 14, 2010

REPORT NO.: CEDC.10.22

SUBJECT: Population and Unit Counts for
The Blue Mountains

PREPARED B Y: Lisa Kidd
Communications and Economic
Development Coordinator

A. Recommendations

THAT Council receive Staff Report CEDC.10.22 'Population and Unit Counts for The Blue Mountains' for information purposes; and

THAT Council endorse Attachment 1 'The Blue Mountains: Population and Unit Counts' as a reference document for Council and Staff.

B. Background

The purpose of the attached document is to provide Council, Staff, the Public and our many Stakeholders with a comprehensive population and unit count reference document, with the intention of offering a more accurate population picture of our community.

Historically the Census, administered by Statistics Canada, has been used by Council, Staff, the public and our many stakeholders as the data source for information with respect to population numbers in The Blue Mountains. Generally speaking, the purpose of Census data is to provide demographic and statistical data that is used to plan public services including health care, education, transportation and federal transfer payments. It is considered an official record of population by both the federal and provincial governments.

According to the most recent Census data, the permanent population of The Blue Mountains is 6,825. However, as we know, the data collected by Census only reflect information pertaining to permanent residents.

Based on our tax rolls, Municipal Property Assessment Corporation data along with other data to which Staff has access, we recognize that we have a substantial number of non-permanent and seasonal residents who remain largely unaccounted for through Census data.

Therefore Staff has compiled additional data on the population and unit counts for The Blue Mountains taking into consideration both our permanent and non-permanent population.

The data included in Attachment 1 are not intended to replace Census data. However, they will serve to supplement these data and to provide reasonable estimates on the size of our non-permanent population, and our population as a whole.

Staff expects that the attached reference document will support planning efforts and help to more accurately identify the demand on services such as wastewater treatment, water supply and a number of other community services. The figures will also help inform plans for social and economic development opportunities.

The figures included in the Attachment are based on a number of data sources including, but not limited to 2006 Census data, 2009 Municipal Property Assessment Corporation (MPAC) data, the 2010 Highway 26 Transportation Study and data collected through qualitative processes (i.e. interviews).

It is expected that Staff will use the Census data contained in the chart (and available on-line through Statistics Canada) for the purposes of our Grant applications, as Census data are considered the official data record for the government. We expect that Staff will use the MPAC-based data for communication with citizens and community stakeholders, as well as our own corporate and community reports, largely on the premise that MPAC data are updated annually, and therefore the most current.

Attachment 1 will be updated and modified as new information becomes available.

C. The Blue Mountains' Strategic Plan

6.6 Implement processes for continuous improvement.

D. Environmental Impacts

None.

E. Budget Impact

None.

F. Attached

Attachment 1- The Blue Mountains: Population and Unit Counts

Respectfully submitted,

Signature

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The Blue Mountains:
Population and Unit Counts
(Revised: September 7, 2010)

Population and Unit Counts: Based on 2006 Census Data	POPULATION or UNITS
Permanent population ¹	6,825
Non-permanent population ²	8,040 ³
Total private dwellings ⁴	5,619
Private dwellings occupied by usual residents ⁵	2,939
Private dwellings occupied by non-permanent residents	2,680
Total permanent and non-permanent population	14,865
Estimated number of day visitors ⁶	15,000
Estimated day population ⁷	29,865

Population and Unit Counts: Based on 2009 Municipal Property Assessment Corporation (MPAC) Data	POPULATION or UNITS
Permanent population ⁸	6,180
Non-permanent population ⁹	7,653
Total private dwellings	5,238
Private dwellings occupied by permanent residents ¹⁰	2,687
Private dwellings occupied by non-permanent residents ¹¹	2,551
Total permanent and non-permanent population	13,833
Estimated number of day visitors	15,000
Estimated day population ¹²	28,833

¹ 2006 Census data.

² Non-permanent population does not include occupied Commercial Residential Units.

³ Based on 2006 Census data, this figure uses the following calculation: 'Total private dwellings' minus 'Private dwellings occupied by usual residents' multiplied by 3.0 (Ontario persons per household average, as per Census data).

⁴ 2006 Census data.

⁵ 2006 Census data.

⁶ The estimation is based on quantitative data collected for the Highway 26 Transportation Study (2010) and interviews with all private and semi-private ski club operators in The Blue Mountains (2010).

⁷ The estimation uses the following calculation: 'Total permanent and non-permanent population' plus 'Estimated number of day visitors'.

⁸ Based on 2009 MPAC data, this figure is calculated by identifying the number of property owners with a Blue Mountains mailing address, multiplied by 2.3 (average number of persons per household in The Blue Mountains, as per Census data).

⁹ Based on 2009 MPAC data, this figure is calculated by identifying the number of property owners with non-municipal mailing addresses multiplied by 3.0 (see footnote 3). This does not include Commercial Residential Units.

¹⁰ See footnote 8 with respect to distinction of permanent and non-permanent.

¹¹ See footnote 9 with respect to distinction of permanent and non-permanent.

¹² See footnote 6.