



Community Trends Review Update

In 2015, the SPCCND conducted a full review of our Community Trends Report and explored the possibility of expanding region-wide. This review was made possible through funding from the Ontario Trillium Foundation, the Region of Waterloo, the city of Cambridge and the township of North Dumfries.

The review included: an environmental scan of existing reports in Waterloo region to reduce duplication; a framework review; an on-line agency survey with over 70% response rate; and 24 key informant interviews across the region.

We would like to thank everyone for their participation and feedback as the findings provided us with a solid understanding of how and why agencies and organizations use the document, what pieces are important to them, and ways in which we could improve the report in the future.

It was clear that the Community Trends Report is a valuable tool to the community as it paints a picture of the community by providing a snapshot of the state of the health and well-being of the community. The report is used for program planning, needs assessments, grant writing, presentation, budgeting and board training. We have also heard that many organizations don't have the in-house capacity to conduct this type of research and this type of information is extremely helpful to them.

The survey findings showed the primary area of focus for the report should continue to focus on poverty reduction — with a focus on the economy, food security, homelessness and housing.

It was also suggested that agencies would like to see more collaboration between service providers and an opportunity to come together to address issues and identify solutions together from the findings in the Community Trends report. We are very excited to host some community discussions for the upcoming year and will be incorporating these findings into our new Community Trends report coming in 2017 along with the new census data.

We have also streamlined how we are gathering information from agencies. We have developed new systems that we will be testing out this summer and we will be connecting with the various agencies over the summer.