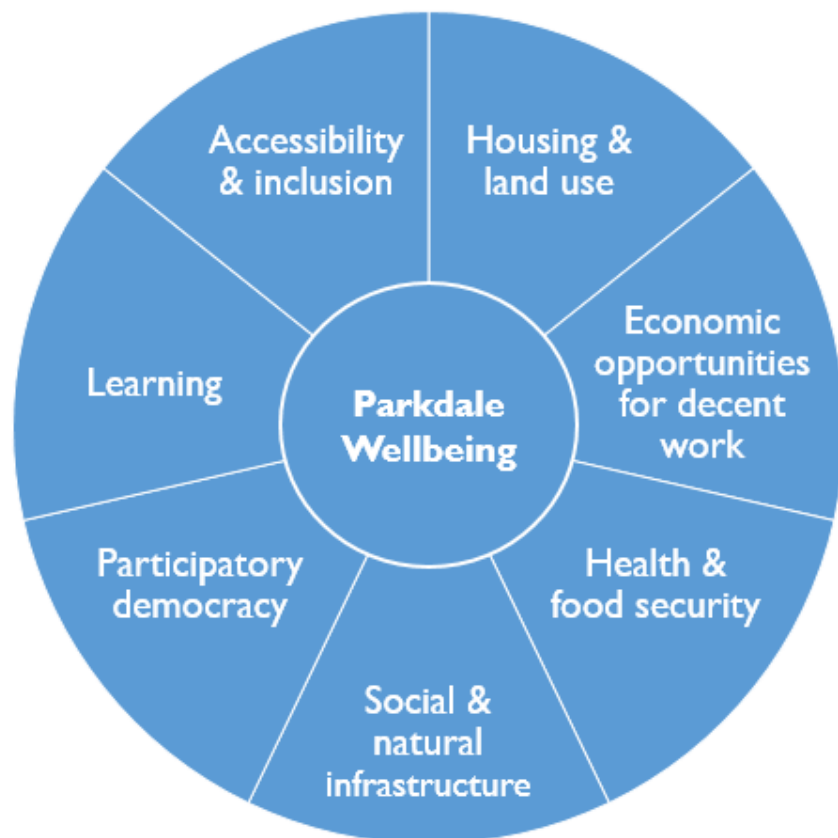


Parkdale Neighbourhood Wellbeing Indicators



As part of the Parkdale Community Economic Development (PCED) Planning project, we developed Parkdale Neighbourhood Wellbeing Indicators.

How do we know the local economy serves community needs and enhances community wellbeing? Conventional economic measurements such as Gross Domestic Product (GDP) are limited for this purpose as they tend to focus on economic growth and fail to consider complex social, cultural and ecological aspects that matter equally to the health of the economy and people's daily life. This prompted us to develop a set of neighbourhood-based indicators to assess what matters to Parkdale as a starting point of community visioning. We conducted 8 separate workshops from May to June 2015. We engaged diverse community members – including PARC members, tenants, newcomers, immigrants, agency staff, cooperative members, residents in general and steering committee members – with a total of 97 participants.

Based on the extensive community engagement and research, the following 7 domains of Parkdale Neighbourhood Wellbeing Indicators (PNWI) were developed. In developing Parkdale indicators, we consulted existing alternative economic indicators, such as the Genuine Progress Indicators, the Canadian Index of Wellbeing, and other neighbourhood-based indicators (e.g. Boston Indicators Project and Jacksonville Quality of Life Indicators).

PNWI has resulted in three important outcomes for Parkdale. First, PNWI enables community residents and organizations to better understand local economic conditions in Parkdale. Compared to traditional economic indicators that may focus on profits, the number of employees and business start-ups, PNWI is comprehensive, because, as articulated by community members, local economies are complex and interrelated with multiple aspects of people's everyday lives. Of course, there are existing neighbourhood-based indicators developed by the City of Toronto, such as Urban HEART @ Toronto and Wellbeing Toronto. PNWI differs in two ways. First, indicators were developed through a community-driven process to identify what matters to Parkdale and its community

members. They are a reflection of community values and priorities. Second, PNWI includes not only indicators of community needs but also those of community assets and strengths. This inclusion makes PNWI unique and useful as a complement to the existing neighbourhood indicators.

Secondly, PNWI can serve as an ongoing monitoring and tracking tool of neighbourhood change. We know neighbourhood change is underway in Parkdale, but we do not *to what extent and how* the neighbourhood has been changing. In other words, there was no systemic way of measuring and tracking neighbourhood change, according to community needs and priorities. The absence of such comprehensive measurements has been a challenge for planning and coordination across diverse community groups and different agencies that respond to specific needs of particular community groups.

There is also a challenge in assessing the degree of displacement of low-income and vulnerable people. There are various reasons and factors behind people's social mobility. It is difficult to conclude whether the number of low-income people decreases because they move to another neighbourhood voluntarily or are displaced due to increased rents. Some indicators should be interpreted with caution so as not to conflate some indicators, such as increased average incomes and decreases in social assistance recipients, with poverty reduction.

Third, PNWI offers common information for diverse community-based agencies, community members, private sector players, and public institutions to open up a conversation to inform strategic directions for community action and policy options, while also helping to align organizational strategic planning and public investment with neighbourhood priorities. The loss of the long-form census in 2011 also prompted us to consider using community-based data that non-profit organizations and public agencies collect. This opportunity was raised by the Mowat Centre report *An Open Future* (2015)¹, which explores opportunities and challenges of open data movement within Ontario's non-profit sector. While the long-form census has been reinstated for 2016, we believe that mobilizing community data can play a unique role in promoting different ways of cross-organizational communication.

Data collection and sharing is a means, not an end in itself. PNWI should be used to inform collaborative planning, service integration, and resource sharing. Since PNWI include community assets such as organizations' assets and resources, this may open up possibilities for shared programming (such as a shared workforce training program for people with mental health and addiction issues). Moreover, community members identified a gap in knowledge about the neighbourhood; PNWI can help paint a big picture of the current state of Parkdale with disaggregated domains and help keep residents informed and updated about the neighbourhood (this can be housed at Parkdale Community Information Centre and Parkdale Library as a community information hub).

¹ Ymeren, J.V. (2015). An open future: Data priorities for the not-for-profit sector. Mowat NFP Sector Signal. Toronto: Mowat Centre

Selection Criteria²

- **Easy to understand** – Is the indicator simple enough to be interpreted by the general user and the public?
- **Scientific validity** – Do the indicators provide accurate and reliable measures that are drawn from commonly accepted data?
- **Data availability** – Is consistently collected, statistically measurable trend data (data going back for at least five or ten years) for the issues to be examined collected? Who collects the data?
- **Relevance** – Is the indicator relevant to both local circumstances and opportunities for policy making?
- **Forward-looking** – Does the indicator focus on short and long-term future changes rather than simply evaluate past trends?
- **Equity** – Do the measures provide the information required to promote equitable distribution of resources, opportunity and wealth, not only for the current generation but also for future generations
- **Value orientation** - Do the indicators reflect community values and the sustainability objectives identified by the citizens of the neighborhood?
- **Congruence** - Are the neighborhood indicators linked to higher level indicators and assessment? Are they linked to policy and benchmarks from reliable sources such those drawn from other experiences or provincially set targets?
- **Practicality** - Is it possible to implement actions that will improve performance with respect to the indicators? What is the political acceptability of these actions?
- **Visibility** - Is the indicator attractive to the local media?

**This document is largely based on an excerpt from the PCED planning study report.*

***Special thanks to Catalyst Centre and Sally Miller for workshop design, as well as to Daniel Liadsky for finalizing the draft indicators and identifying data compatibility and data collection strategies.*

² Jozsa, A., & Brown, D. (2005). Neighborhood Sustainability Indicators Report on a Best Practice Workshop. Macdonald Harrington Building (815): Université McGill. Retrieved from http://library.uniteddiversity.coop/Measuring_Progress_and_Eco_Footprinting/Neighborhood%20Sustainability%20Indicators.pdf

Housing & Land Use

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Affordable Housing Stock	Households on Social Housing Waitlist	city & lon.	QOLRS	Wellbeing TO	Neighbourhood	Unknown	2008, 2011
	Social Housing Units	city & lon.		Wellbeing TO	Neighbourhood	3 years	2008-2014
	Rent Geared To Income	city & lon.	QOLRS	Wellbeing TO	Neighbourhood	Unknown	2014
Rental Housing Availability	Vacancy Rates by Unit Size	city & lon.	QOLRS	CMHC	Census tract	Annual	2012-2014
	Rental Housing Starts	longitudinal	QOLRS	CMHC	Census tract	Monthly	2010-2015
	Rental Housing Stock by Unit Size	longitudinal		CMHC	Census tract	Annual	2011-2014
	Rental & rooming house conversions	longitudinal		City of Toronto	Property	Continuous	-present
	Vacation rental conversions***	longitudinal		AirBnB	Property	Unknown	
Local Asset Ownership	Housing Owned Locally*	longitudinal		MPAC*	Property	Annual	1880-2015
	Housing Owned By Corporations*	longitudinal		MPAC*	Property	Annual	1880-2015
	Tenure (Owner vs Renter / Condo)	both	QOLRS	Census/NHS	Census tract	5 years	2001-2011
Affordability	Rental Housing Affordability	city & lon.	QOLRS	Census/NHS	Census tract	5 years	2001-2011
	Homeowner Affordability	city & lon.	QOLRS, CIW	Census/NHS	Census tract	5 years	2001-2012
	Average Rent	city & lon.	QOLRS	CMHC	Census tract	Annual	2012-2014
	Average Home Price	city & lon.	QOLRS	Wellbeing TO	Neighbourhood	Unknown	2011
	Property Values*	longitudinal		MPAC*	Property	Annual	1880-2015
Housing Vulnerability	Core Housing Need	city & lon.	QOLRS	CMHC	Census tract	5 years	2006
	Housing Requiring Major Repairs	city & lon.	QOLRS	Census/NHS	Census tract	5 years	2001-2014
	Overcrowding	city & lon.	QOLRS	Census/NHS	Census tract	5 years	2001-2014
Land Use for Public Benefit	Square footage of Underutilized Public Lands**	longitudinal		Community walkabout**		Manual	none

* MPAC Assessment Rolls are publicly accessible, but 7500+ properties would need to be reviewed. Alternately, a stratified, random sampling scheme could be used to assess a portion of these properties

** Square footage could be collected on foot using GPS or flagged for geocoding in GIS software using satellite images

***Presumes that AirBnB will be the primary platform for vacation rentals in foreseeable future/method needed to determine dedicated vs temporary rentals

Local Economic Opportunities for Decent Work

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Diversity of Local Businesses	Local businesses providing non-entertainment and low Independent (non-chain) Businesses	Longitudinal		BIA	Property	Annual	unknown
	Immigrant-owned Businesses	Longitudinal		BIA	Property	Annual	unknown
	Average Commercial Rent or Assessment	Longitudinal		Business Survey*	Property		none
	Business Tenure (Owner vs Renter)	Longitudinal		BIA/Business Survey*	Property	Annual	unknown
			Longitudinal		Business Survey*	Property	
Economic Control	BIA Budget	City & long.		BIA	BIA	Annual	unknown
	Local hiring by non-profit sector	Longitudinal		Non-profit Survey*	Property		none
	Local procurement of goods & services in non-profit se	Longitudinal		Non-profit Survey*	Property		none
	Bank fees paid by non-profit sector	Longitudinal		Non-profit Survey*	Property		none
Cooperative and supportive work env	Peer/member-based employment opportunities	Longitudinal		Non-profit Survey*	Property		none
	Total revenue of non-profit agencies	Longitudinal		Canada Revenue Agency	Property	Annual	2011-2014
Economic Equity	Average Income	City & long.	QOLRS, CIW	Community Data	Census tract	Annual	2010-2013
	LIM-AT	City & long.	QOLRS, CIW, UH	Census/NHS	Census tract	5 years	2011
	Ratio of top to bottom income quintiles	City & long.	QOLRS, CIW	Census/NHS, Community D	Census tract	5 years	2001-2011
	Social assistance recipients	City & long.	QOLRS, CIW	Wellbeing TO	Neighbourhood	3 years	2008, 2011
	Working poor	City & long.	QOLRS	Community Data	Census tract	5 years	2006, 2011
	Unemployment rate	City & long.	CIW, UH	Census/NHS, Wellbeing TO	Census tract, Neigh	3 years	2001-2014
	Youth unemployment rate	City & long.	CIW	Census/NHS, Wellbeing TO	Census tract, Neigh	3 years	2001-2014
	Labour force participation rate	City & long.	QOLRS, CIW, UH	Census/NHS	Census tract	5 years	2001-2011
	Part-time vs Full-time work	City & long.		Census/NHS	Census tract	5 years	2001-2011
	Jobs based in Parkdale	Longitudinal		Community Data Cons.	Census tract	semi-annual	2007-2015
	Job creation	Longitudinal		TESS	TESS area	Annual	unknown
	Child care spaces	Longitudinal	CIW	Open Data Toronto	Property	Current period	Monthly
	Access to child care subsidy	Longitudinal		Wellbeing TO	Property	unknown	2008
Time	Commute times	City & long.	QOLRS, CIW	Census/NHS	Census tract	5 years	2011
	Work-life balance	Longitudinal		Community survey			none

Health & Food

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Access to Services	Community services mix	Longitudinal		Non-profit survey	Property	New	none
	Number of people using community servcies	Longitudinal		Non-profit survey	Property	New	none
	Community services hours of operation	Longitudinal		Non-profit survey	Property	New	none
Health Outcomes	Emergency department visits	City & Long.		TC LHIN*	Custom	Annual	2008-2015
	Mental health	City & Long.	QOLRS	TC LHIN*	Custom	Annual	2014-2015
	Chronic Disease (excluding diabetes)	City & Long.		TC LHIN*	Custom	Annual	2008-2015
	Diabetes	City & Long.	CIW	TC LHIN*	Custom	Annual	2008-2015
Food	Nutritious Food Basket cost**	Longitudinal		Community walkabout**		New	none
	Ratio of healthy food to non-healthy food stores	City & Long.		TPH		Unknown	2013
	Food bank and meal program usage	Longitudinal		Daily Bread/Non-profit sur	Property	Annual	2010-2015
	Sq ft of community gardens**	Longitudinal		Community walkabout**	Property	New	none

* Small-area health data may not be available for all conditions; data request processing times may be extensive, especially if requesting data by custom geography

** Square footage could be collected on foot using GPS or flagged for geocoding in GIS software using satellite images; food basket could be incorporated into this activity

Social & Natural Infrastructure

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Community Resources	Number of public access computers	Longitudinal		TPL, PFR, Non-profit survey	Property	Annual	2014
	Circulation at public libraries	Longitudinal		TPL	Property	Annual	2014
	Access to publicly owned space (hours x sq ft)	Longitudinal		TPL, TDSB, PFR	Property	Annual	2014
	Free/low-cost recreational activities	Longitudinal	QOLRS	TPL, TDSB, PFR	Property	Annual	2014
	Meeting places	Longitudinal		TPL, TDSB, PFR, Places of W	Property	Annual	2014
	Places of worship	Longitudinal		Open Data TO	Property	Annual	2014
Natural Environment	Green space and parks	Longitudinal		Open Data TO	Property	Annual	2014
	Beach water quality	Longitudinal	QOLRS	Open Data TO	Property	Annual	2014

Learning

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Learning	Post-secondary education	City & Long.	QOLRS	Cenus/NHS	Census tract	Census/NHS	2001-2011
	Participating in community learning activity	Longitudinal		Community survey*	Neighbourhood		none
	Student success (test ranking)	Longitudinal		TDSB	Property	Annual	unknown
	ESL/LINC classes	Longitudinal		Non-profit survey	Neighbourhood		none
Training	Training & skills development opportunities	Longitudinal		Non-profit survey/City cour	Neighbourhood		none
	Availability of workplace training	Longitudinal		Community survey	Neighbourhood		none
Arts	Arts festivals and activities	Longitudinal		Non-profit survey/City cour	Neighbourhood		none
	Studio/gallery spaces	Longitudinal		BIA/Community walkabout	Neighbourhood		none

Participatory Local Democracy

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Community awareness and knowledge	Subscribers to community newsletters	Longitudinal		Non-profit survey/BIA/RAs	Neighbourhood		none
	Community planning meetings	Longitudinal		City councillor	Neighbourhood		none
	Self-reported knowledge of neighbourhood	Longitudinal		Community survey	Neighbourhood		none
Decision-making	Residents in formal leadership roles (board; senior ma	Longitudinal		Non-profit survey	Neighbourhood		none
	Voter turnout	City & Long.	QOLRS, CIW	Open Data TO	Ward/Riding	Per election	2010-2015
	Eligible voters	City & Long.	CIW	Open Data TO/Census/NHS	Census Tract/Ward,	5 years	2010-2015
Collective action	Volunteerism & volunteer satisfaction	Longitudinal	QOLRS	Community survey/non-prc	Neighbourhood		none
	Community-led projects	Longitudinal		Non-profit survey	Neighbourhood		none
	Total charitable donations by residents	Longitudinal	QOLRS	Community Data Cons.	Neighbourhood	Annual	2010-2013
	Total charitable donations to Parkdale projects	Longitudinal		Non-profit survey/CRA	Neighbourhood	Annual	2010-2014
	Private and public grants	Longitudinal		Non-profit survey/CRA	Neighbourhood	Annual	2010-2014

Accessibility & Inclusion

Value/Goal	Proposed Indicator	Comparability	Index	Source	Geog	Updates	Years
Physical mobility	Public benches	Longitudinal		Community walkabout	Neighbourhood		none
	Walkability score	Both		Wellbeing Toronto	Neighbourhood	3 years	2011
	Bike lanes	Longitudinal		Open Data TO	Neighbourhood	Annual	2015
	TTC tokens purchased by community services agencies	Longitudinal		Non-profit Survey	Neighbourhood		none
	Commercial/public spaces that are physically accessibl	Longitudinal		Community walkabout	Neighbourhood		none
Safe environment	Theft and other non-violent crimes	Both	QOLRS, CIW	Wellbeing Toronto	Neighbourhood		2008, 2011
	Violent crimes	Both	QOLRS, CIW	Wellbeing Toronto	Neighbourhood		2008, 2012
	Sense of safety	Longitudinal	CIW	Community survey	Neighbourhood		none
Social cohesion	Sense of belonging	Longitudinal	CIW	Community survey	Neighbourhood		none
	Connection between neighbours	Longitudinal	CIW	Community survey	Neighbourhood		none
	Respect for differences	Longitudinal		Community survey	Neighbourhood		none
Diversity	Mix of cultural institutions and places of worship	Longitudinal	QOLRS	Open Data TO	Neighbourhood	unknown	2014
	Ethnocultural mix	Longitudinal		Census/NHS	Neighbourhood	5 years	2001-2011
	Cultural events	Longitudinal		City councillor/BIA	Neighbourhood		none
Migration	Recently moved	Both		Census/NHS	Census Tract	5 years	2001-2011
	Plan to stay in the neighbourhood	Longitudinal		Community survey	Neighbourhood		none

Existing Data Sources

BIA
 Census/NHS
 CMHC
 Community Data Consortium
 Daily Bread
 Open Data TO
 PFR
 Residents Association
 TC LHIN
 TDSB
 TPH
 TPL
 Wellbeing TO

Manual Collection

MPAC
 Canada Revenue Agency
 City councillor

New Data Sources (and indicators required from each)**Business Survey**

Average Commercial Rent or Assessment
 Immigrant-owned Businesses
 Business Tenure (Owner vs Renter)

Community Survey

Work-life balance
 Availability of workplace training
 Self-reported knowledge of neighbourhood
 Volunteerism and volunteer satisfaction
 Sense of safety
 Sense of belonging
 Connection between neighbours
 Respect for differences
 Plan to stay in the neighbourhood
 Participating in community learning activity

Community walkabout

Public benches
 Commercial/public spaces that are physically accessible
 Square footage of Underutilized Public Lands
 Nutritious Food Basket cost
 Sq ft of community gardens

Non-profit Survey

Community services mix
 Number of people using community services
 Community services hours of operation
 ESL/LINC classes
 Residents in formal leadership roles (board; senior management)
 Community-led projects
 TTC tokens purchased by community services agencies
 Local hiring by non-profit sector
 Local procurement of goods & services in non-profit sector
 Bank fees paid by non-profit sector
 Peer/member-based employment opportunities
 Subscribers to community newsletters
 Training & skills development opportunities
 Arts festivals and activities
 Total charitable donations to Parkdale projects
 Private and public grants
 Volunteerism and volunteer satisfaction

Comparable Indices

QOLRS = Quality of Life Reporting System (Federation of Municipalities)
 CIW = Canadian Index of Wellbeing (University of Waterloo)
 UH = Urban Heart (City of Toronto, St. Michael's Hospital, orig. WHO)