



2025 Social Needs Assessment

WHAT WE HEARD | Report Back to
the Community

**Report
Authors:**

Chris Esselmont, Social Planner
Angela Angel, Social Planner

**With support from members
of the Social Planning team:**

Pauline Clark, Linda Abanil, Jessie Bryant,
Jessica Dudek, Natasha Guillot



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| LAND ACKNOWLEDGEMENT

With gratitude and respect, we acknowledge that we are situated on Treaty 7 territory, the traditional and ancestral lands of the Blackfoot Confederacy, including the Siksika, Piikani, and Kainai Nations, as well as the Tsuut'ina Nation and the Stoney Nakoda Nations, comprising the Bearspaw, Chiniki, and Goodstoney Nations. We also recognize the Otipemisiwak Métis Government District 4 (Rocky View) as part of this land's history and present.



MESSAGE FROM THE MAYOR

Over the past couple of years, the City of Airdrie has seen significant growth – a trend that is expected to continue. As Airdrie continues to grow, understanding and responding to increasing community needs is an important focus area for all that call Airdrie home.

The City of Airdrie remains committed to supporting social services that uplift and strengthen our community. It is important that we understand what programs and services are currently available while working to identify the needs of our community. While there are multiple programs and services available, through a variety of not-for-profit organizations and other levels of government, we know that there are gaps in the types of services that are available. These cannot be overlooked.



The 2025 Social Needs Assessment was launched by the City to help us understand our community needs. The assessment aims to provide a comprehensive look at the social landscape of Airdrie, helping us determine how best to respond to both emerging challenges and new opportunities. This assessment will help guide our municipal investments in the delivery of social services in Airdrie while continuing to work with other levels of government. Collaboration is important when addressing complex and emerging community social issues.

Throughout this assessment, residents were invited to share their perspectives on the social strengths, challenges, and needs within our community. Resident feedback has been instrumental in informing this report.

This report presents the findings of that collective input. It offers a clear picture of where we are today and helps chart a path forward to help in the creation of a more inclusive, responsive, and supportive Airdrie.

Together, we can build a community where everyone feels seen, supported, and empowered.

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Spearman".

Heather Spearman
Mayor, City of Airdrie

MESSAGE FROM THE CITY MANAGER

As Airdrie continues to grow, so does our responsibility to ensure that our services reflect the evolving needs of our community. Understanding those needs is essential to delivering effective, inclusive, and sustainable social supports.



The 2025 Social Needs Assessment is a key step in that process. It provides us with a data-driven foundation to guide our planning, investment, and decision-making across social services. This report helps us identify what's working, where gaps exist, and how we can better respond to emerging challenges.

This work would not have been possible without the dedication and expertise of our Social Planning team. Their commitment to engaging with residents, analyzing complex data, and compiling a comprehensive assessment has been instrumental in shaping this important resource. I want to extend my sincere thanks to the entire team for their hard work and dedication throughout this process.

The insights gathered through this assessment will help us move forward with clarity and purpose. It ensures that our strategies are aligned with the real needs of our residents and that we continue to build a community where everyone has the opportunity to thrive.

Sincerely,

A handwritten signature in black ink that reads "Horacio Galanti".

Horacio Galanti

City Manager, City of Airdrie

THANK YOU

Thank you to all Airdrie residents who shared their thoughts and time to provide input to our 2025 Social Needs Assessment. Your voices have directly helped to shape this report and recommendations that will arise from it. Your participation will help guide the City in its planning and investments in social services and enable us to direct our efforts to best support everyone who calls Airdrie home.

Also, thank you to the community organizations who supported us in connecting with residents. You do such valuable work in our community and without your assistance we would not have such diverse representation of voices from our community.

Finally, thank you to the City of Airdrie staff who provided support and guidance to our 2025 Social Needs Assessment.



INTRODUCTION

Project Background

The City of Airdrie is committed to strengthening social well-being in our community. To do this, we need to understand the strengths, challenges, and social service gaps in Airdrie, along with the social needs and priorities of residents. The City of Airdrie last examined the needs of our community in 2014. Understanding needs and issues in the community and the services and programs that exist to address them will provide clarity for the municipality and community so we can direct our efforts towards the most pressing issues.

The 2025 Social Needs Assessment will help the municipality to identify social needs, better understand their complexity, gauge how pressing each is, and prioritize them. This guidance is important, as the city's rapid growth, combined with wider socioeconomic conditions, leads to increasing levels and complexity of social issues and the City only has a limited number of resources (staff and funding) to address them. An in-depth understanding of social needs in the community will help identify leverage points where the City and community can most effectively and efficiently direct efforts to improve the quality of life of residents.

What is a Social Needs Assessment?

A Social Needs Assessment is an approach that creates a snapshot of community strengths, **social issues**, and **social needs** in a community at a given moment in time. A social needs assessment often uses a mix of quantitative and qualitative approaches to gather feedback from residents. It also helps us understand any barriers or challenges that may be faced by residents seeking to access social services. It does this by engaging residents and gathering their input on the issues, needs, service gaps, and barriers in the community.

WHAT ARE SOCIAL ISSUES?

» Social Issues are **widespread problems** that impact the **entire community**.

The information in this report is intended for use by decision-makers in the community including Airdrie's City Council and those working for social service providers. It is intended to help identify the most effective approach to investing in social services, guide the development and administration of social programs, and inform the prioritization of social issues. The results will be shared publicly and are designed to assist both the social service sector and the community more broadly in their work to improve life in Airdrie.

WHAT ARE SOCIAL NEEDS?

» Social Needs are the **social services necessary** to **address social issues**.

What is a What We Heard Report?

A "What We Heard Report" provides an overview of the comments, ideas, and suggestions gathered from resident voices through public engagement opportunities. It helps us identify the key social issues and needs in Airdrie, while reminding us of community strengths. It will also help guide decision-making and the development of new programs and services in Airdrie.

Municipal, Provincial, and Federal Areas of Responsibility

Each order of government in Canada has different powers and areas of responsibility. While the City of Airdrie's 2025 Social Needs Assessment explored social issues, needs, and barriers to services in our community, not everything we heard falls under areas in the City's control. Below is a brief overview of what falls under the responsibility of different orders of government in Canada, but there are areas (for example, housing affordability) that are a shared responsibility of all orders of government and the community.

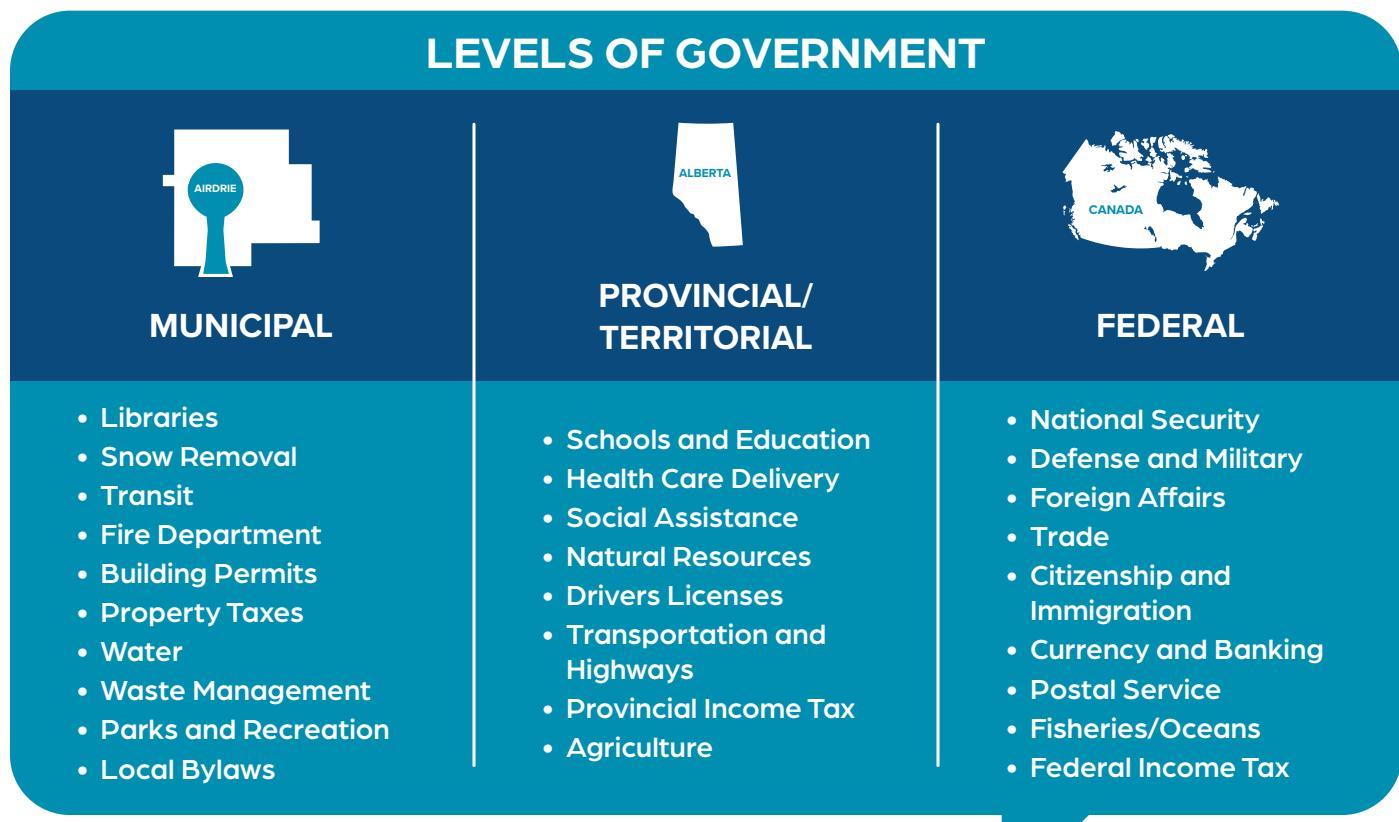


FIGURE 1 – RESPONSIBILITIES OF THE DIFFERENT ORDERS OF GOVERNMENT

Although we heard about issues beyond the City of Airdrie's control—such as healthcare and education, which fall under provincial jurisdiction—we included them because the insights gathered can strengthen our advocacy efforts and help influence broader policy decisions. We felt that it was important to understand the challenges and needs of our community, regardless of which order of government they fall under in order to support our work (whether municipal initiatives, partnerships with other orders of government, or advocacy efforts) to create a high quality of life for all Airdrie residents.

How is the Social Needs Assessment Connected to the Social Well-Being Survey?

In 2023, the City of Airdrie conducted its inaugural [Social Well-Being Survey](#) which helped us understand how social issues and social needs were impacting the lives of Airdrie residents. This survey gave us a baseline understanding of how our residents were faring (such as their sense of belonging, relationships with others, etc.). While overall levels of [social well-being](#) were relatively high, the results of the survey suggested there are gaps that need to be addressed. The Social Needs Assessment will help us better identify these gaps and facilitate work to address them.

As we work to build upon the strengths in our community, address social issues and social needs, and remove barriers faced when accessing social services, we can assess the success of our efforts through the next Social Well-Being Survey, which is planned for 2027. As social needs, issues, and services are continually emerging and changing, we plan to continue this alternating cycle of Social Needs Assessments and Social Well-Being Surveys.

WHAT IS SOCIAL WELL-BEING?

➤ We define social well-being as a state of **positive social relationships** in a community, built upon social capital, inclusion, acceptance, support and contribution. When **social well-being is high**, people feel a **sense of belonging**, have **strong relationships**, face **no barriers** to participation and are **free from discrimination**. When social well-being improves, so does **quality of life**.



FIGURE 2 – THE CONNECTION BETWEEN THE SOCIAL NEEDS ASSESSMENT AND THE SOCIAL WELL-BEING SURVEY



How to Read this Report

This report begins with a section describing the population of Airdrie. This provides context for understanding social conditions and how they may impact the lives of residents.

This is followed by a section highlighting some prior research the City of Airdrie has conducted on several key themes identified from resident input, as well as an overview of social well-being in the community based on the 2023 Social Well-Being Survey. This section is intended to provide background and context for some of the key social needs and issues facing our community.

Following this is an overview of public engagement for the 2025 Social Needs Assessment that outlines the various approaches the City undertook to gather resident input on social strengths, challenges, and barriers in Airdrie. Subsequently, this report moves into what we heard from residents through each opportunity they were given to share their perspectives. This section begins with the survey results, followed by insights from our Open House, then details input from our Coffee Chats, and concludes with the key themes that emerged from targeted resident engagement.

The report concludes with a summary of what we heard and a discussion of work the City is already undertaking and potential next steps in work to address the social needs, issues, and barriers identified in our community.

Lastly, there are several appendices: **Appendix A** is a glossary of terms used in this report, **Appendix B** covers the methodology of the 2025 Social Needs Assessment, **Appendix C** contains the focus group moderators' reports, and **Appendix D** has information about our communications plan.

To stay up to date on the progress of the 2025 Social Needs Assessment and the results, follow our [Social Needs Assessment page](#).

DEMOCRAPHICS

Airdrie is one of Canada's fastest growing cities¹ with a current population of 90,044 and projected to exceed 100,000 residents in 2028. With this growth comes change in the makeup of our city as new people continue to move here. To better serve our residents, it is important to understand who they are. Unless otherwise noted, all numbers reported in this section are from the 2021 Census of Population.²

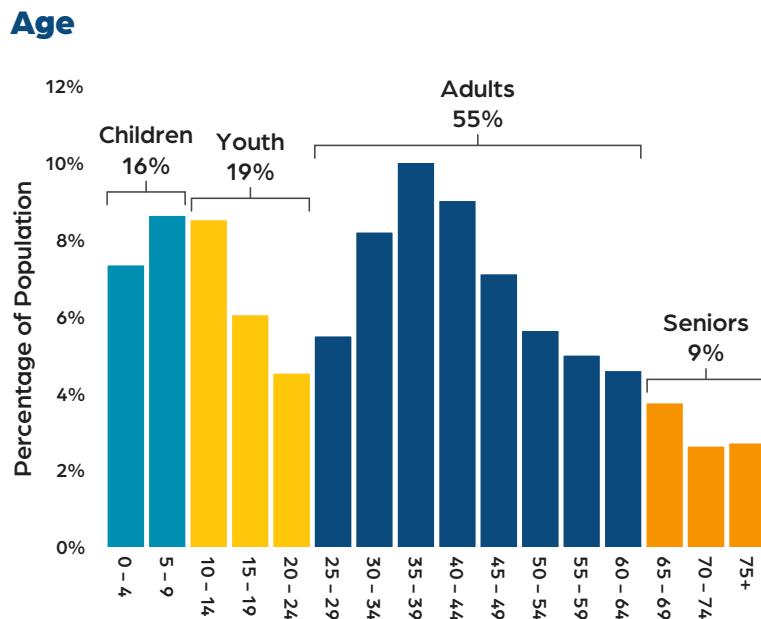


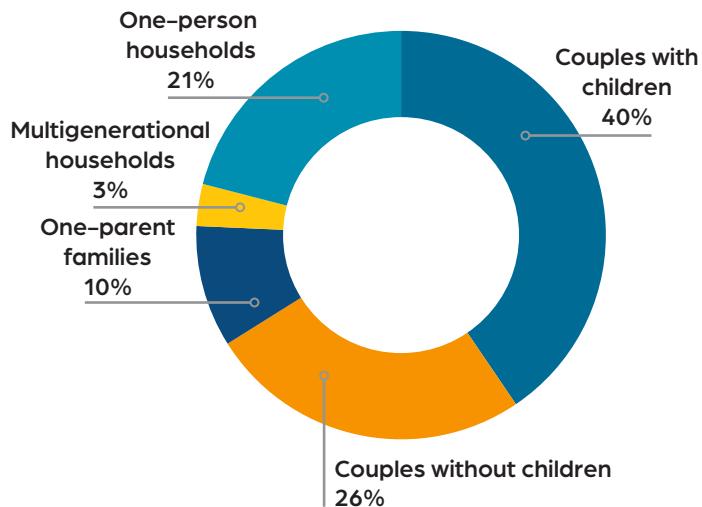
FIGURE 3 – STATISTICS CANADA. 2023. CENSUS PROFILE. 2021 CENSUS OF POPULATION.
STATISTICS CANADA CATALOGUE NO. 98-316-X2021001. OTTAWA. RELEASED NOVEMBER 15, 2023.

Airdrie is home to many young couples, families, and single residents. Children account for 16% of the population, **youth** another 19%, while **seniors** (aged 65 years and over, also referred to as older adults) account for 9% of residents, and the average age of Airdrie residents is 34.8 years.

¹ Statistics Canada. 2022. Canada's Fastest Growing and Decreasing Municipalities From 2016 to 2021. Retrieved January 9, 2023, [Link here](#).

² Statistics Canada. 2023. Census Profile. 2021 Census of Population. Statistics Canada Catalogue No. 98-316-X2021001. Ottawa. Released November 15, 2023.

Family Composition



Together, couples with children (40%) and couples without children (26%), make up two-thirds of Airdrie's population. Around one-in-five (21%) Airdrie households are one-person households, lone-parent households make up 10% of the population, and multigenerational households account for 3% of the population.

FIGURE 4 – STATISTICS CANADA. 2023. CENSUS PROFILE. 2021 CENSUS OF POPULATION.
STATISTICS CANADA CATALOGUE NO. 98-316-X2021001. OTTAWA. RELEASED NOVEMBER 15, 2023.

Ethnic/Cultural Background

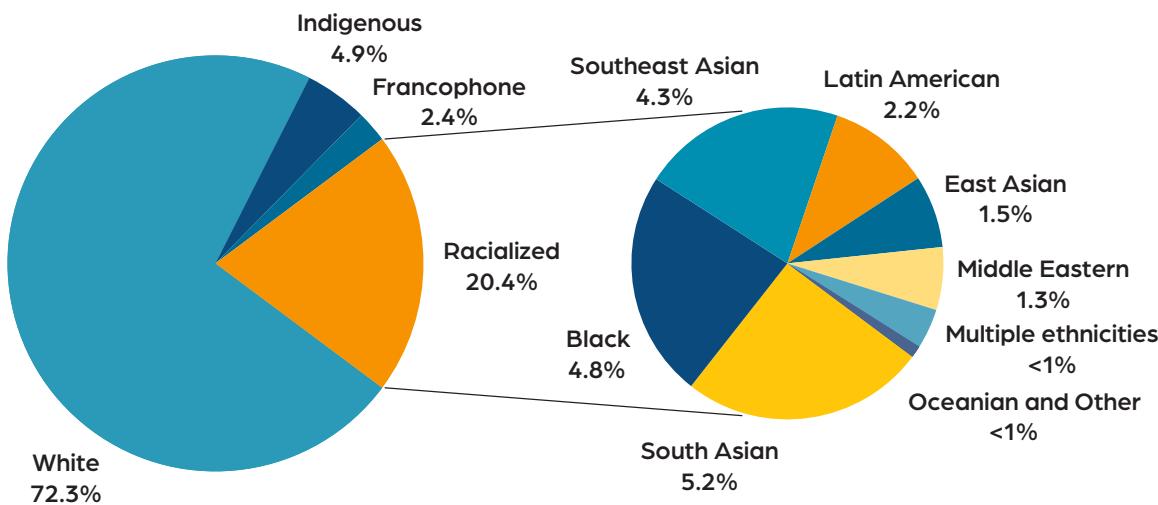


FIGURE 5 – STATISTICS CANADA. 2023. CENSUS PROFILE. 2021 CENSUS OF POPULATION.
STATISTICS CANADA CATALOGUE NO. 98-316-X2021001. OTTAWA. RELEASED NOVEMBER 15, 2023.

Airdrie's population is also growing more diverse, with Indigenous residents accounting for roughly 5%, Francophone residents accounting for around 2%, and racialized residents making up 20% of the population aged 15-years and older. Amongst racialized residents, the most common ethnic or cultural backgrounds are South Asian, Black, and Southeast Asian.

Arrival in Airdrie

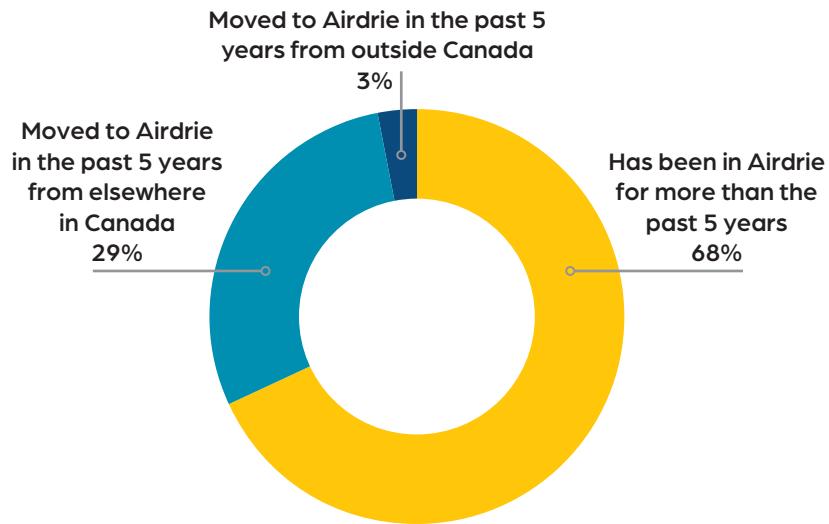
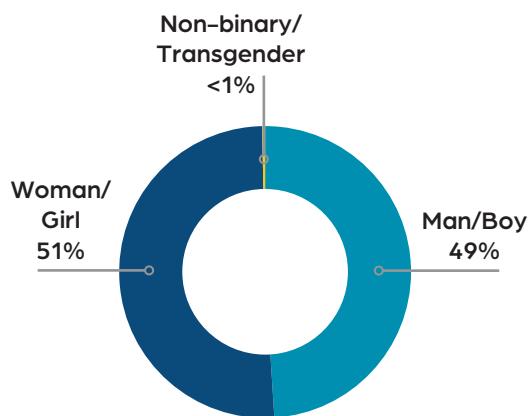


FIGURE 6 – STATISTICS CANADA. 2023. CENSUS PROFILE. 2021 CENSUS OF POPULATION. STATISTICS CANADA CATALOGUE NO. 98-316-X2021001. OTTAWA. RELEASED NOVEMBER 15, 2023.

While over two-thirds of residents had lived in Airdrie for at least five years, 32% were new to Airdrie in 2021, with 3% of these being from outside of Canada.

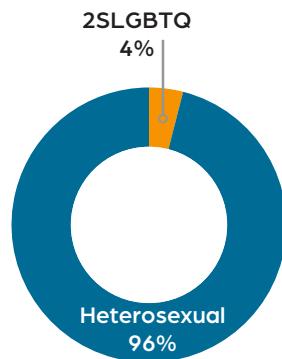
Gender



Note that this is based on the Canadian Population because Airdrie-specific numbers for the Non-binary/Transgender population are not available.

FIGURE 7 – STATISTICS CANADA. 2022. SEX AT BIRTH AND GENDER – 2021 CENSUS PROMOTIONAL MATERIAL. OTTAWA. RELEASED ON APRIL 27, 2022.

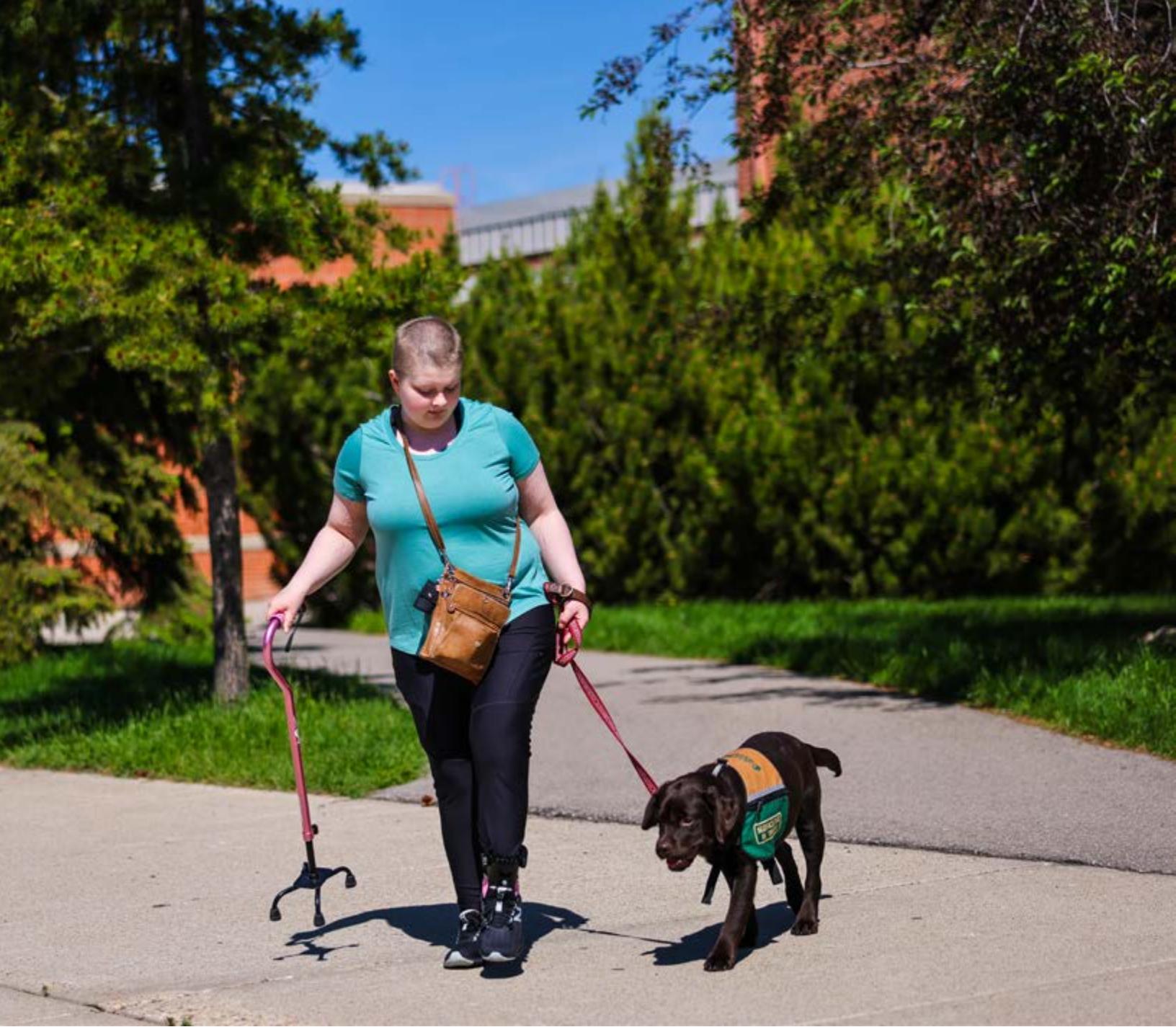
Sexual Orientation



Note that this is based on Canadian population because Airdrie-specific numbers are not available.

FIGURE 8 – STATISTICS CANADA. 2021. A STATISTICAL PORTRAIT OF CANADA'S DIVERSE LGBTQ2+ COMMUNITIES. THE DAILY. OTTAWA. RELEASED ON JUNE 15, 2021.

Almost 51% of residents are women, while 49% are men, and non-binary/non-conforming/genderqueer residents make up less than 1% of the population aged 15-years and older. 96% of the population identify as heterosexual, and roughly 4% as members of the 2SLGBTQIA+ community.



More than one-third of Airdrie residents report living with one or more **disabilities**. It is important to note that not all disabilities are visible, and that the proportion of the population living with disabilities seems to be growing.³



FIGURE 9 – THE CITY OF AIRDRIE. 2023. SOCIAL WELL-BEING SURVEY.

³ Statistics Canada. 2024. The disability rate in Canada increased in 2022. Retrieved from [link here](#), September 23, 2025.

WHAT WE KNOW ABOUT AIRDRIE: PRIOR RESEARCH

The 2025 Social Needs Assessment was designed to supplement existing research and fill gaps in our understanding of social needs, issues, and strengths in Airdrie. Here, we highlight some key themes from prior research that touch upon issues that arose in the Social Needs Assessment.

Struggling to Pay Day-to-Day Expenses

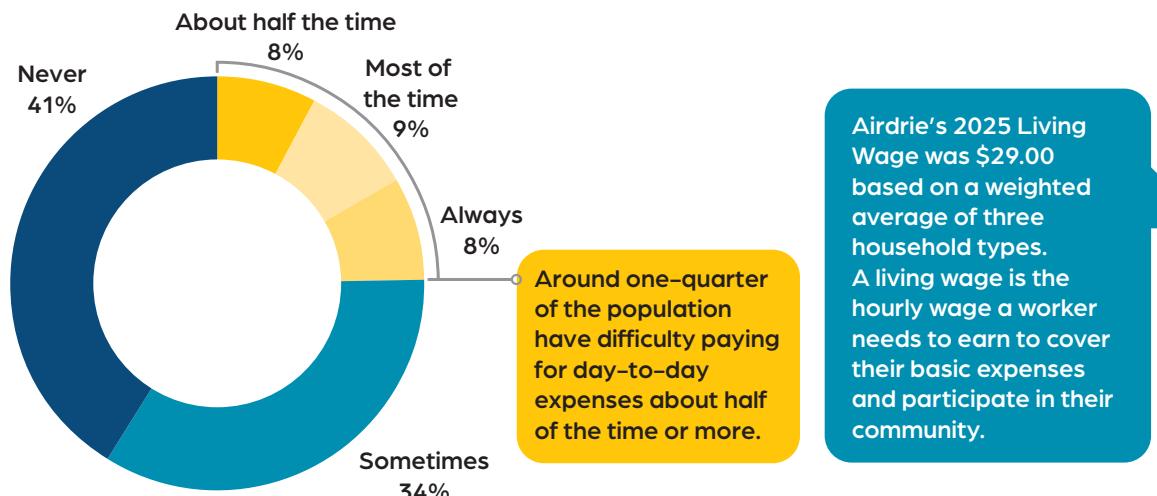


FIGURE 10 – THE CITY OF AIRDRIE. 2023. SOCIAL WELL-BEING SURVEY.

Canadians are facing **affordability** challenges⁴, and Airdrie residents are no exception. Nearly one-quarter of Airdrie households struggle with day-to-day expenses at least half of the time. A living wage indicates the hourly income that a resident and/or family need(s) to maintain a good quality of life once any applicable government transfers have been added to the family's income and taxes have been subtracted. It includes the basic needs of an average household (e.g., food, shelter, and clothing), and small investments in education, childcare, and participation in community life. In 2025, Airdrie's living wage was \$29.00 per hour overall (based on a weighted average).⁵ A family of four (two income/two child) would need an hourly wage of \$28.80; while a lone parent family (one income/one child) would need \$35.61 per hour; and a single individual living alone would need \$27.45 per hour. This stands in stark contrast to a \$15.00 per hour minimum wage in Alberta, the lowest minimum wage in Canada.⁶ To compound this, Alberta's minimum wage for students under 18 years old is even lower at \$13.00 per hour.⁷

⁴ Financial Consumer Agency of Canada. 2025. Canadians' financial well-being. Retrieved from [link here](#), Sept. 23, 2025.

⁵ Alberta Living Wage Network. 2025. Alberta Living Wage Network Releases 2025 Living Wage Rates in partnership with 21 Communities. [Link here](#). Retrieved November 13, 2025.

⁶ The Canadian Press. 2025. 5 Canadian Provinces Raise Their Minimum Wage; Alberta Now Lowest in The Country. [Link here](#). Retrieved Oct. 7, 2025.

⁷ Province of Alberta. 2035. Employment Standards Rules – Minimum Wage. [Link here](#). Retrieved Oct. 7, 2025.

These challenges manifest themselves in **Airdrie's housing situation**. A family earning the median household income for Airdrie cannot afford to own the typical single-detached home in Airdrie (based on data available in 2024, they would have needed an income 16% higher than the median, and this gap has likely grown). Renters face similar challenges in affordability, but also contend with a lack of supply. To meet the needs of both current and future residents, Airdrie's housing stock needs to diversify.⁸ Even if recent market fluctuations suggest a decrease in shelter costs, the overall trend does not suggest that these challenges will significantly improve in the immediate future and are likely to get worse over time.

Due, in part, to housing affordability challenges, there are concerns about rising levels of **houselessness** in Airdrie. Houselessness (or homelessness) describes a situation where a family or individual does not have access to safe, stable permanent housing that is adequate for their needs, nor do they have the immediate means or opportunity to acquire it. Houselessness includes more than just people living on the street, or sleeping in their cars or RVs; people staying in emergency shelters (which Airdrie does not have), people who have temporary accommodations (e.g., "couch-surfing"), and people who are at risk of losing their current accommodations are also considered houseless. The City conducted a Houselessness Estimation Study in 2024, and the results suggest that houselessness is a real and growing problem in Airdrie.⁹ Based on the recommendations of this report, the City worked with Community Links to establish a Systems Navigator role and a Housing and Well-Being Supports Program for our community. The Systems Navigator works to guide and support individuals experiencing vulnerability through a complex network of social services and potential housing options, including their natural supports (e.g., friends and family). Demand for this program was higher than expected in the first half of 2025 and is growing.¹⁰

⁸ City of Airdrie. 2024. City of Airdrie Housing Needs Assessment – 2024 Update. [Link here](#).

⁹ City of Airdrie. 2024. Airdrie's 2024 Houselessness Estimation Study Highlights Report. [Link here](#).

¹⁰ City of Airdrie. 2025. Systems Navigator, Housing and Well-Being Supports Program – Six-Month Update. [Link here](#).



Taken together, prior research suggests there are several unmet needs in the community, and that these needs are growing. These unmet needs can have negative effects on social well-being in Airdrie. Based on the 2023 Social Well-Being Survey, while overall levels of **social well-being** were at 3.8 out of 5, some aspects of social well-being rated higher than others:



48% of respondents reported financial barriers to participation in community life.



This suggests that perhaps financial challenges impacted residents' ability to give back to the community.



Only 61% of residents believe that they were able to access the resources and supports they needed here in Airdrie.



Roughly 20% of respondents indicated at least one negative experience of discrimination in the past year (15% of experiences were income-related discrimination).



This suggests that people have relatively robust personal social safety nets. However, it should be noted that there are limits on the support friends and family can provide to residents facing challenges and unmet needs.

With the understanding there are unmet needs in Airdrie that can have a negative impact on social well-being and quality of life, the City undertook the 2025 Social Needs Assessment to hear residents' perspectives of these needs.

SOCIAL NEEDS ASSESSMENT

Engagement Opportunities

The 2025 Social Needs Assessment was designed to gather resident input on the state of social services and conditions in Airdrie. The assessment was designed to give residents multiple opportunities to share their experiences through a variety of channels, both quantitative and qualitative. Below is an overview of the various engagement opportunities that were available to residents, and additional details on each can be found in their respective segments of the results section.

The first opportunity available to residents was an online survey, launched in March 2025. The survey was made available on involve.airdrie.ca, and paper copies could be picked up and dropped off at City Hall, Genesis Place, and the Airdrie Public Library.

Following the end of the survey period, the City analyzed the responses and publicly posted the preliminary responses on the [project page](#). To confirm that what we captured through the survey was an accurate reflection of social conditions in Airdrie, the City held an Open House in May 2025. The goal of the Open House was, largely, to validate the results of the survey, and to capture anything that may have been missed.

Engagement Opportunities



Survey

[March 2025]



Youth Engagement

[April – Sept. 2025]



Open House

[May 2025]



Coffee Chats

[June 2025]



Seniors' Engagement

[June – Aug. 2025]



Focus Groups

[Aug. – Sept. 2025]

FIGURE 11 – ENGAGEMENT OPPORTUNITIES

PARTICIPATION BARRIERS

» While the use of an online survey may limit the ability of people to respond, evidence suggests that 95% of Canadians aged 15 and older use the internet.[†]

However, we recognize there were potential barriers to participation including the length of the survey; the subject matter; that it was only available in select languages; and that not everyone has ready access to the internet, to name a few.

[†] Statistics Canada. 2023. Canadian Internet Use Survey, 2022. Retrieved February 7, 2024, from [link here](#).

In the meantime, the City also conducted targeted engagement with Airdrie youth in April through September 2025. We worked with the Airdrie Board of Youth Affairs (ABYA),¹¹ as well as a youth-serving social non-profit organization, and we also conducted in-school engagement at a number of Airdrie high schools. The goal of this engagement was to gather a youth perspective on social strengths, challenges, and services gaps in the community.

Following this, the City undertook a less-formal data collection approach: Coffee Chats. City staff made themselves available to residents to speak about social issues, needs, and what they like about the community at local coffee shops around the city, as well as at the Airdrie Public Library and Genesis Place. Different days of the week and times were chosen as were locations across the city to maximize residents' ability to participate and provide feedback. Two of the Coffee Chats were specialized, with the City arranging to speak to the Wednesday Seniors Coffee and Conversation Group at the Airdrie Public Library and with the Airdrie Over 50 Club. These specialized sessions were intended to help us capture the voices and input of Airdrie's senior population.

Finally, the City moved into targeted engagement with a number of [equity-deserving groups](#): Residents living with one or more disabilities (and/or their parents/guardians/aides), Indigenous residents, members of the 2SLGBTQIA+ community, as well as racialized residents and [newcomers](#) to Canada. We worked with community groups to help us find participants, and hired trained moderators to lead focus groups with each of these communities and capture the themes and sentiments that arose from these conversations. Unlike prior engagement opportunities that aimed to validate the survey responses, the focus groups were approached as a blank slate: we sought to understand the unique experiences, challenges, and needs of these groups in their own right. The focus group sessions were held in August through early September 2025.

General Engagement	546
Survey	474
Open House	25
Coffee Chats	47
Targeted Engagement	317
Youth Engagement	237
Seniors Engagement	47
Focus Groups	33
Total	863

FIGURE 12 – PARTICIPATION SUMMARY

The City used this wide variety of channels and approaches to gather input from community members to provide opportunities for new and varied voices to contribute. While quantitative approaches (such as surveys) can capture patterns and help identify common issues and needs, qualitative techniques offer the opportunity to delve deeper into the lived experience of residents facing these needs and issues. The following section provides more detail on each of the engagement opportunities and highlight the findings from each. Additional methodological details can be found in [Appendix B](#).

¹¹The Airdrie Board of Youth Affairs is an advisory committee of City Council that empowers youth to deal with the issues that affect them.

SOCIAL NEEDS ASSESSMENT FINDINGS

General Resident Engagement

Survey Results

The City of Airdrie conducted the Social Needs Assessment Survey from March 3 through March 30, 2025, to gain a better understanding of the social strengths, issues, and needs of our city (for additional details, including a copy of the survey instrument and additional information on the open-ended responses, please see **Appendix B**). The survey took approximately 15 minutes to complete and a total of **474** respondents completed the survey.

The results of this survey will help us answer important questions such as:

- What do residents like most about Airdrie?
- What social issues are the greatest challenges in Airdrie?
- What services are needed to address challenges in the community?
- What barriers do residents encounter to accessing services in Airdrie?

Social Strengths in Airdrie

» *What do you like most about living in Airdrie?*

The survey opened with a question about what residents liked most about living in Airdrie, and when responses were analyzed, a number of key themes emerged:

Airdrie's unique identity: *"Small-town feel with big-city amenities"*

Respondents liked that many services are close-by, and that it is basically "a 10-min city", with very little more than a 10-min drive away (with the exception of a hospital and specialized health services). Respondents also liked the broad selection of retail shops and services, local independent businesses and restaurants, and appreciated the friendliness of residents, Airdrie's family-oriented culture, and overall sense of community.

“The thing I love about living in Airdrie is the commitment of the whole city, from the government down, to making Airdrie a great place to live. From the beauty of the city and its abundant natural spaces, to the thriving businesses, to the emphasis on family and kids. Airdrie cares and it shows in how our community has grown and continues to develop.”

“Green walkable spaces, affordable recreational opportunities and spaces that offer variety and connection, cultural and social events that are open/free. Strong, well-resourced and attractive library facilities.”

Great natural and recreational amenities

Respondents highlighted the walking and biking paths, green spaces, waterways, playgrounds, and prairie views as positive aspects of Airdrie. Residents also enjoyed the offerings at the recreation centre, library, theatre, local organizations, and community events.

Great proximity and access

Respondents valued Airdrie's specific location as it provided great access to family members and friends who lived in and around Airdrie, as well as easy access to work, Highway 2, Calgary, the Calgary International Airport, Banff, etc.

“Quiet but close to the mountains, and businesses of Calgary.”

“Now that I have children, I love the free festivals and events hosted throughout the year. The fact Airdrie is diversifying and starting to include other cultural events is great!”

The many festivals, community celebrations, and sporting events

Respondents shared that all of these events help to foster a sense of community, reinforce Airdrie's unique community identity, and, importantly, contribute to a sense of belonging.

Safe, clean, quiet

Respondents expressed that they felt safe when out walking, they enjoyed the clean spacious surroundings, and that there is less traffic and noise than a big city, and it is a great place to raise a family.

“It's a well taken care of small city that is more relaxing to live in than Calgary and a great place to raise a family.”

“I have lived here since 1998 and seen a lot of growth in the city, made many friends and raised a family. I guess what I like most is it feels like home, however, we are losing the small town/city feel with making everything bigger, faster, more people and yet not everything is accessible to all.”

Airdrie's growth challenges

In contrast, alongside the positives of Airdrie, some respondents also remarked that they were concerned that Airdrie's rapid growth is starting to erode some of its best qualities, such as quieter roads, the friendliness of community, and access to city amenities.

Social Issues in Airdrie

» *What is your level of concern about each of the following social issues in Airdrie?*

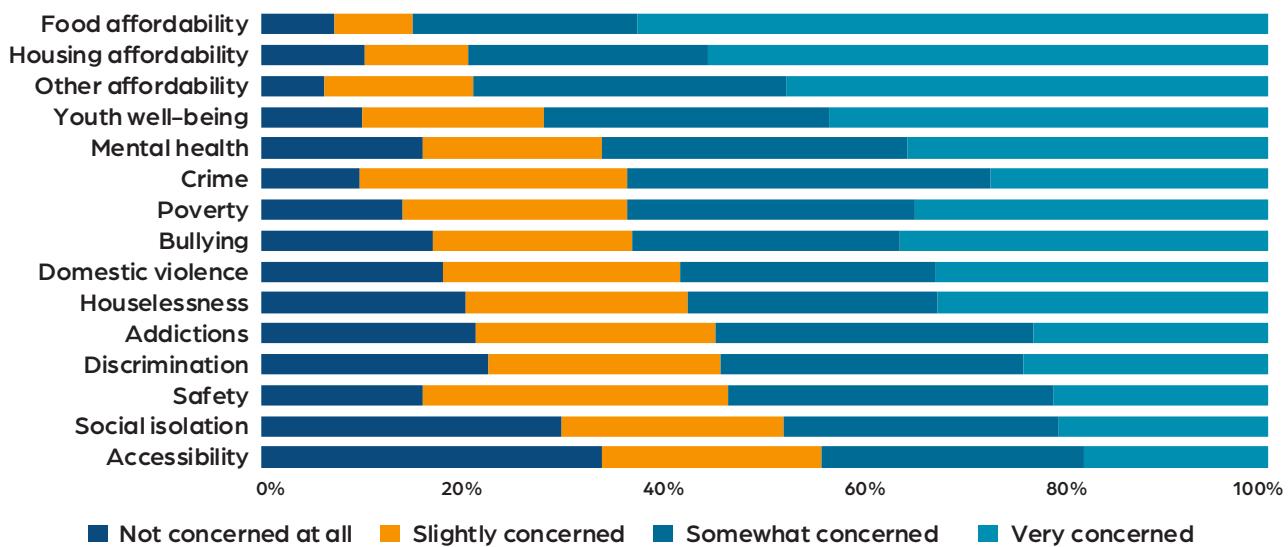


FIGURE 13 – CONCERN ABOUT SOCIAL ISSUES

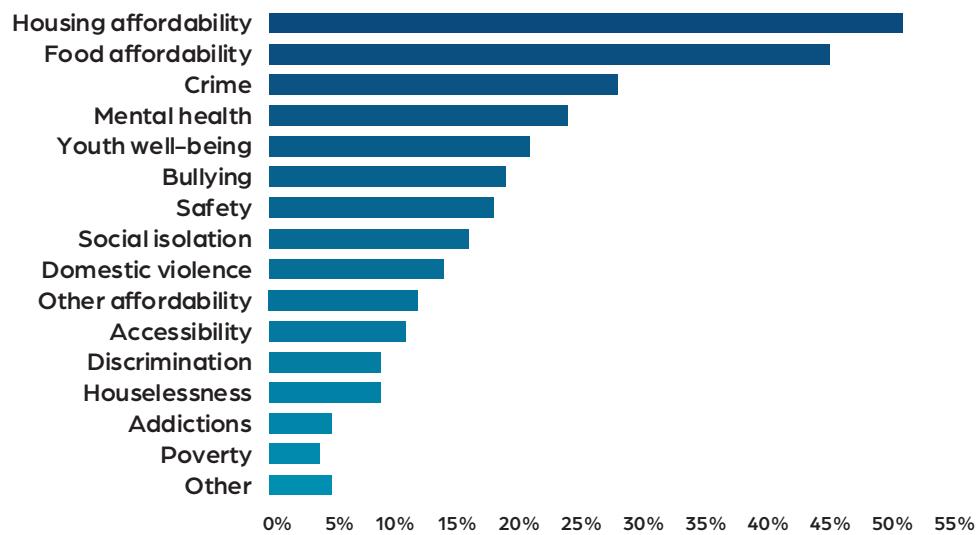
More residents had concerns about affordability than any other social issue in Airdrie. Roughly 85% of respondents were concerned (very concerned or somewhat concerned) about food affordability, 79% about housing affordability, and 79% about other affordability. These results speak to the affordability crisis facing Airdrie residents and Canadians alike. Approximately 72% of respondents felt that challenges to youth well-being were a concern in Airdrie, and 66% of respondents were concerned about mental health. Following this, 64% were concerned about each of crime and poverty, 63% were concerned about bullying, 58% about both domestic violence and houselessness, 55% about addictions, 54% about discrimination, 54% about safety, 48% about social isolation, and 44% about accessibility.

Following the question above, respondents were asked, "Are there any other social issues you are concerned about in Airdrie that we missed?" Respondents listed a wide range of social issues that they felt were not captured in the response selections or needed to be expanded upon.

Respondents provided the following "Other" social issues, which are organized by theme, below:

- Aging population and needs
- Bullying and fighting in schools
- Education, training, and employment
- Healthcare infrastructure and services
- Infrastructure and services to support our growing city
- Lack of affordable or free social spaces to gather
- Lack of daycare spaces and childcare supports
- School issues
- Social supports
- Supports for residents with disabilities
- Transportation/transit

» **What do you feel are the three most important social issues in Airdrie?**



The trend of concerns regarding affordability of both food and housing continued when we asked residents to identify the three social issues they were most concerned about in Airdrie.

FIGURE 14 – TOP THREE SOCIAL ISSUES (RESPONDENT PERSPECTIVE)

51% of respondents reported housing affordability as one of their top three most important social issues in Airdrie, and 45% indicated food affordability in the top three. Crime was top of mind for 28% of respondents, while nearly a quarter were most concerned with mental health challenges. Youth related issues came next with youth well-being and bullying being identified as one of the most important social issues for 21% and 19% of respondents, respectively. This was followed by safety at 18%, social isolation at 16%, domestic violence at 14%, other affordability at 12%, accessibility at 11%, discrimination and houselessness at 9% each, addictions at 5%, poverty at 4%, and finally, 5% of respondents indicated some other social issue in Airdrie was in their top three areas of concern.

The survey question above also included an open-end response option or "Other" category in the case where respondents felt that there were "Other" top social issues not specifically listed in the given response categories. Respondents listed the following "Other" top three social issues: affordability (including affordable property taxes); health and social supports (seniors' housing and supports, and supports for children with disabilities); infrastructure and services to support our growing city (hospital, roads, and infrastructure); and safety (policing and enforcement and pedestrian safety).

Social Needs in Airdrie

» Please indicate the level of need for each of the following social supports and services in Airdrie.

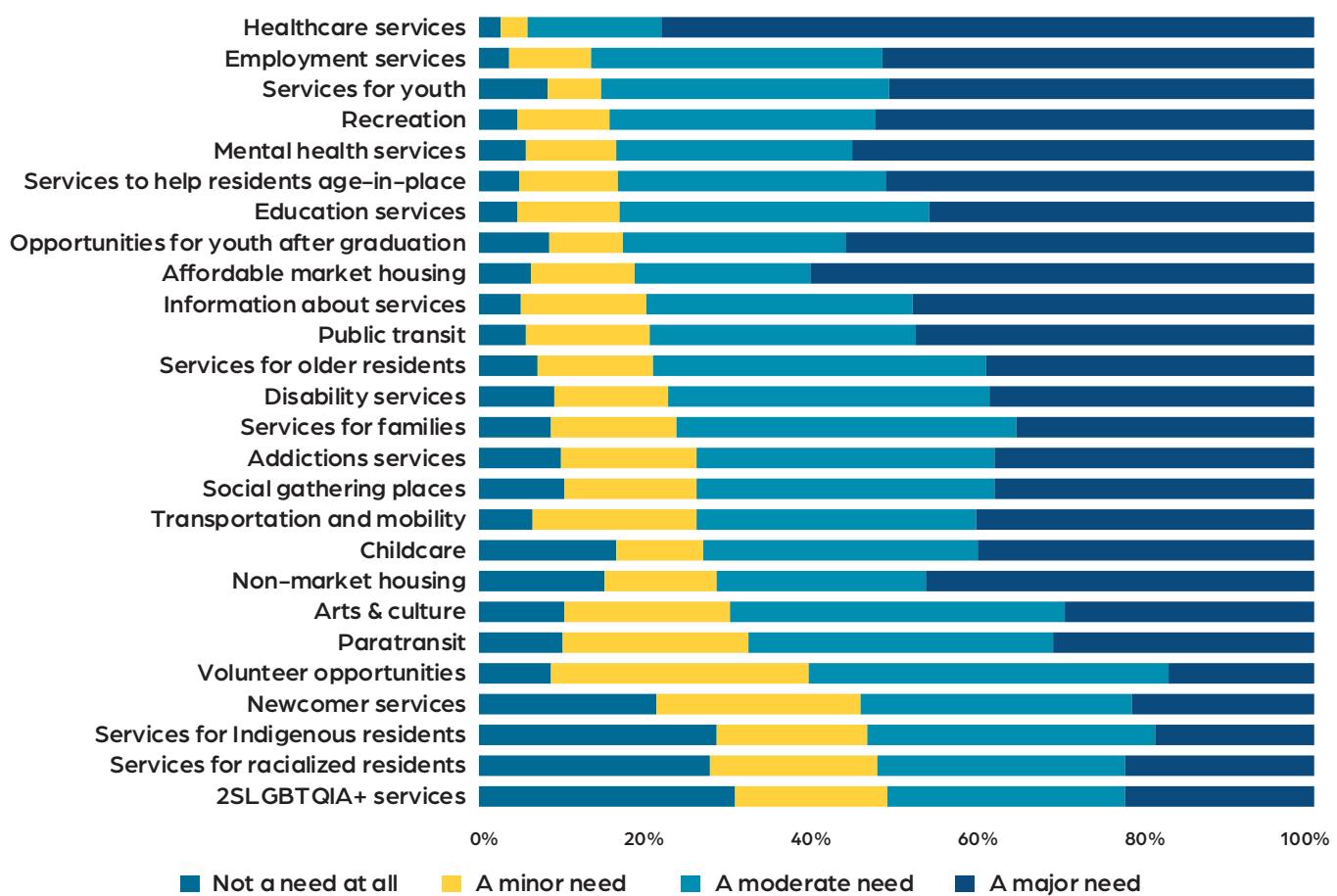


FIGURE 15 – PERCEIVED LEVEL OF SOCIAL NEEDS



An overwhelming 94% of respondents indicated that healthcare services were a social need in Airdrie (rated as either a major need or a moderate need). This was followed by employment services at 87% and services for youth at 85%. 84% of respondents indicated a need for both mental health and recreation services. This was followed by 83% of respondents indicating a need for each of the following: services to help residents age in a place of their choosing, education services, and opportunities for youth after graduation. Affordable market housing was indicated as a need by 81% of respondents, while 80% of respondents suggested a greater need for both information about available services in Airdrie and for public transit. 79% of residents stated that there was a need for services for older residents, 77% indicated a need for more services for residents living with one or more disabilities, and 76% reported a need for services aimed at families. 74% of respondents indicated a moderate or major need for each of the following: addictions services, social gathering spaces, and improved transportation and mobility services. 73% of respondents reported a need for childcare services, 71% identified non-market housing as a need, and 70% feel that more arts and culture programs and services are needed. [Paratransit](#) services were reported as either a major or moderate need by 67% of respondents, and 61% indicated a need for more volunteer opportunities in Airdrie. Lastly, 54% of respondents indicated a need for newcomers' services, 53% for services for Indigenous residents, 52% for services for racialized residents, and 51% for services for the 2SLGBTQIA+ community.

Following the survey question above, respondents were asked, "Are there any other social services and programs that are essential to addressing community issues in Airdrie that we missed?" The main themes that arose were affordability (lower rents across the board, more recreational programs for all ages and all incomes); a need for expanded social programming (women's shelter, respite services for children with disabilities, daycares, more services for seniors); education, training, and employment opportunities (more schools, more teachers, more opportunities for youth after high school, and more employment opportunities); health and social infrastructure and capacity (hospital, mental health counselling, increased food bank capacity); other amenities and services (art gallery, reliable transportation service for seniors, animal shelter); and safety (rules and infrastructure for increasing number of e-bikes and bikes on pathways).

» **What do you feel are the most important social services and programs to address community issues in Airdrie?**

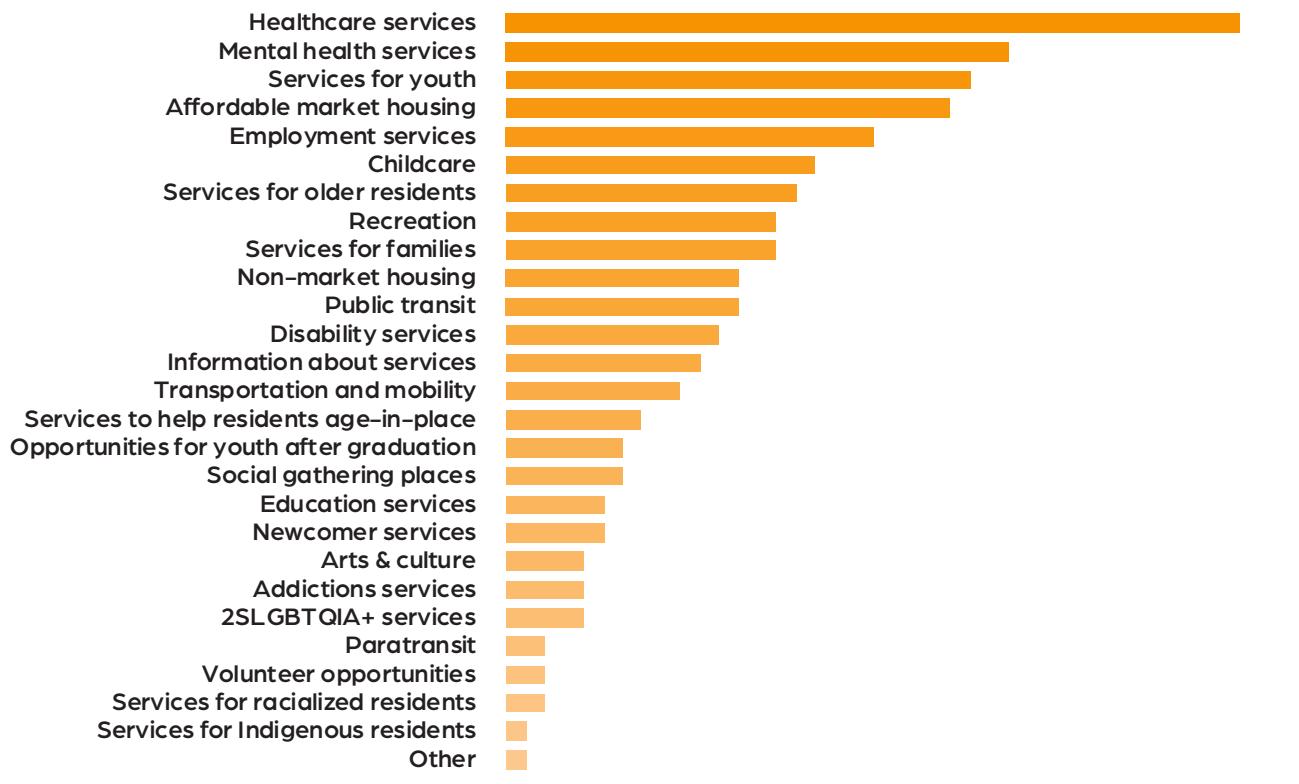


FIGURE 16 - TOP THREE SOCIAL NEEDS (RESPONDENT PERSPECTIVE)

When asked what they feel are the three most important social programs or services to address community issues in Airdrie, 38% of respondents indicated healthcare services as a need and 26% indicated mental health services. 24% of respondents identified services for youth as a top-three need, 23% affordable market housing, 19% employment services, and 16% childcare. Services for older residents were in the top three most important needs for 15% of respondents, recreation services and services for families for 14% each, and both public transit and non-market housing were in the top three for 12% of respondents each. 11% of respondents reported that services for residents with disabilities were one of the three most important social programs or services to address community issues, while 10% of respondents indicated that information about services was top of mind. Following this, transportation and mobility were a top need for 9% of respondents, services to help residents age in a place of their choosing for 7%, and both opportunities for youth after graduation and social gathering places for 6% of respondents. Education and newcomer services each were listed as a top three need for 5% of respondents; while arts and culture, addictions services, and services for the 2SLGBTQIA+ community were identified as a top need for 4% each. The list is rounded out by paratransit, volunteer opportunities, and services for racialized residents at 2% each; and services for Indigenous residents, or some other social program or service each at 1% of respondents.

In addition to the response selections above, respondents were invited to add any other ones in an open-ended response. The following responses were provided by respondents: property taxes should be lower; a need for increased policing; a desire to make it easier for people to build homes, start businesses, and employ others in the community; the need for a hospital and proper medical care; and the need for an emergency shelter for people fleeing domestic violence.

Social Services in Airdrie

» **We would now like to understand your experience with various social programs and services in Airdrie. In each of the areas below, please indicate your level of awareness and usage:**

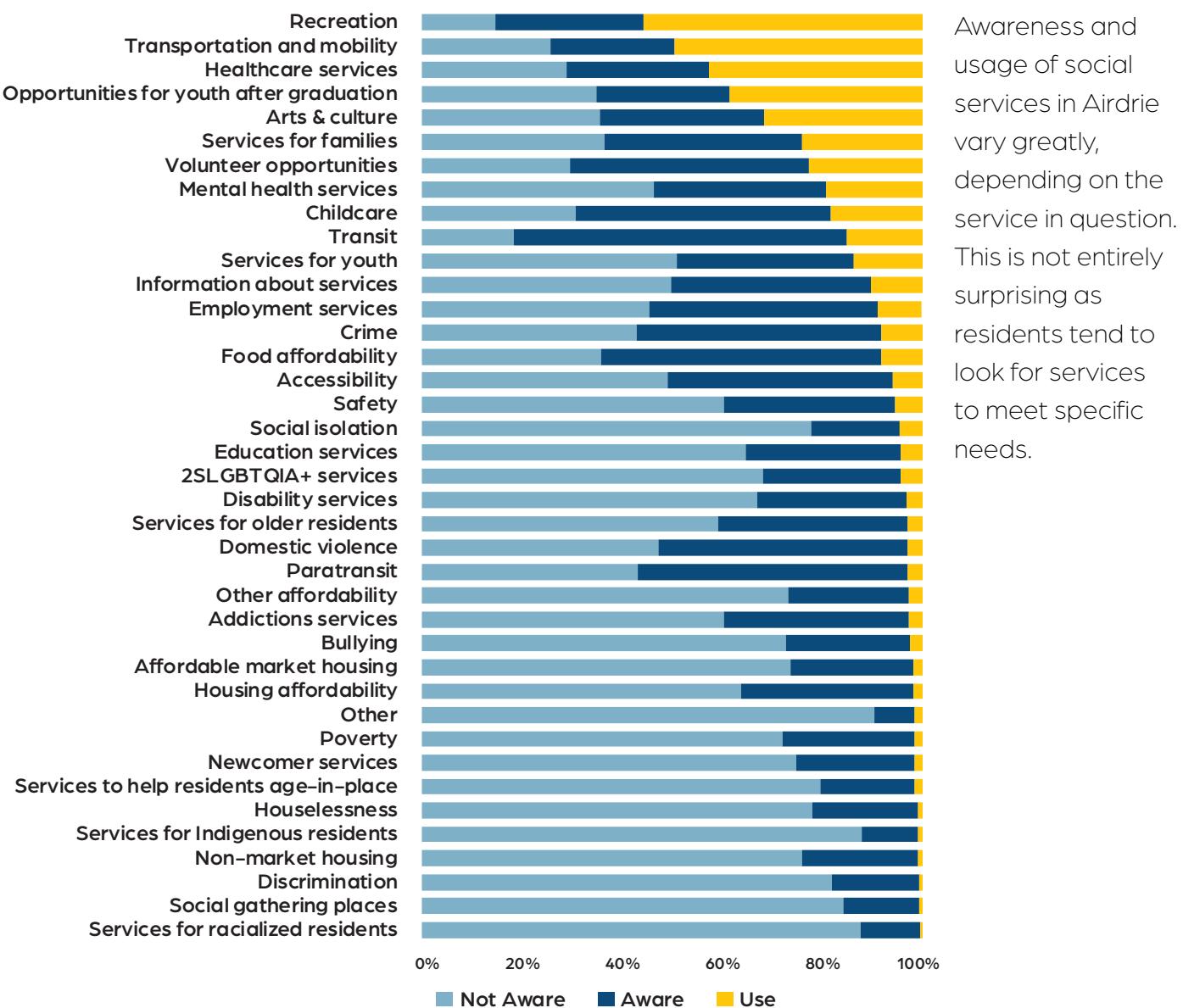


FIGURE 17 - AWARENESS AND USAGE OF SOCIAL SERVICES

There are a good number of services that residents are aware of and using. Starting with usage, the most used services in Airdrie are recreation at 56% of respondents, transportation, and mobility at 49%, and healthcare services at 43%. Following this, we have opportunities for youth after graduation at 38%, arts and culture at 32%, services for families at 24%, and volunteer opportunities at 23%. Mental health services come in next at 19%, then childcare at 18%, public transit at 25%, services for youth at 14%, and information about programs and services at 10%. Employment services were used by 9% of respondents, services related to crime by 8%, services for food affordability by 8%, accessibility services by 6%, and safety services by 5%. All the remaining services listed were used by less than 5% of the population each.

When it comes to services that residents are aware of (and not using),¹² Airdrie Transit tops the list at 67%, followed by food affordability services at 56%, and paratransit services at 54%. 51% of respondents are aware of childcare services, 50% of services related to domestic violence, and 49% of respondents are aware of services related to crime. Volunteer opportunities are next at 48%, followed by employment services at 46%, and accessibility services at 45%. Regarding information about services, 40% of respondents indicated awareness, and, similarly, 40% of respondents reported being aware of services for families. 38% of respondents were aware of services for older residents, 37% of addictions services, 36% of services for youth, and 34% of respondents were aware of each of mental health services, housing affordability services, and safety services. One third (33%) of respondents were aware of arts and culture programs and services, 31% of educational services, and 30% each for disability services and recreation. 28% of respondents were aware of healthcare services and services for the 2SLGBTQIA+ community each, 27% of respondents for each of opportunities for youth after graduation and services related to poverty, and 25% each for transportation and mobility, bullying, and affordable market housing. Both other affordability services (services related to things other than food or housing) and newcomers' services were known to 24% of respondents, while 23% were aware of non-market housing services in the community. Services related to houselessness were known to 21% of respondents, services to help residents age in a place of their choosing to 19%, services related to social isolation to 18%, and services related to discrimination to 17% of respondents. 15% of respondents were aware of social gathering places, 12% for services for racialized residents, 11% for services for Indigenous residents, and, lastly, 8% of respondents indicated that they were aware of other social services in Airdrie.

¹²For the remainder of this paragraph, please treat "aware of" as meaning "aware of and not using" these services.

Barriers to Social Services in Airdrie

» *Have you or someone in your household ever experienced any barriers when trying to access social programs and/or services in Airdrie? What barriers did you experience?*

30% of survey respondents reported encountering barriers to accessing social services in Airdrie.

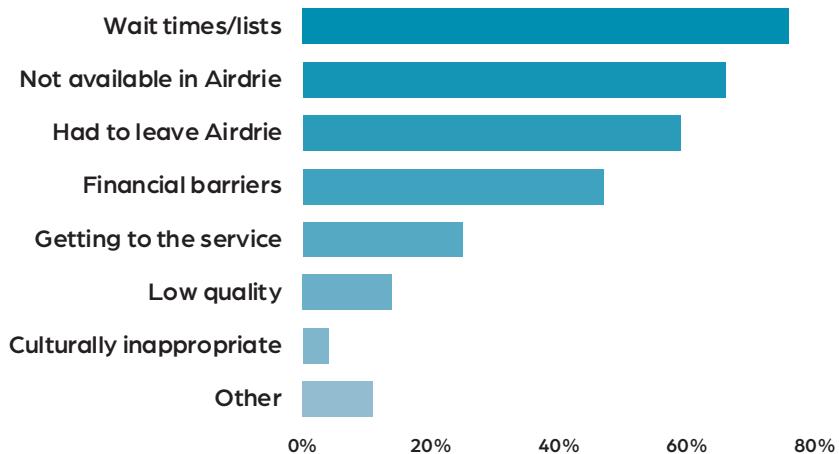


FIGURE 18 – BARRIERS TO SOCIAL PROGRAMS AND SERVICES

76% of respondents who experienced a barrier when trying to access social programs or services in Airdrie indicated that wait times and wait lists were a barrier, 66% indicated that the services they were looking for were not available here, and 59% indicated that they had to leave Airdrie to access these services. Roughly 47% of respondents indicated financial barriers to service access, 25% of respondents reported challenges getting to the service, and 14% found the service they tried to access to be low in quality, while 4% indicated that the service was not culturally appropriate. 11% of respondents indicated that there was some other barrier to accessing social services in Airdrie.

Following this survey question, respondents were invited to add any other barriers that were not included in the response options. Respondents encountered the following additional barriers: eligibility/systems gaps, and housing gaps.

» What social programs and/or services were you trying to access in Airdrie when you experienced these barriers?

Barriers were encountered across almost the entire spectrum of services.

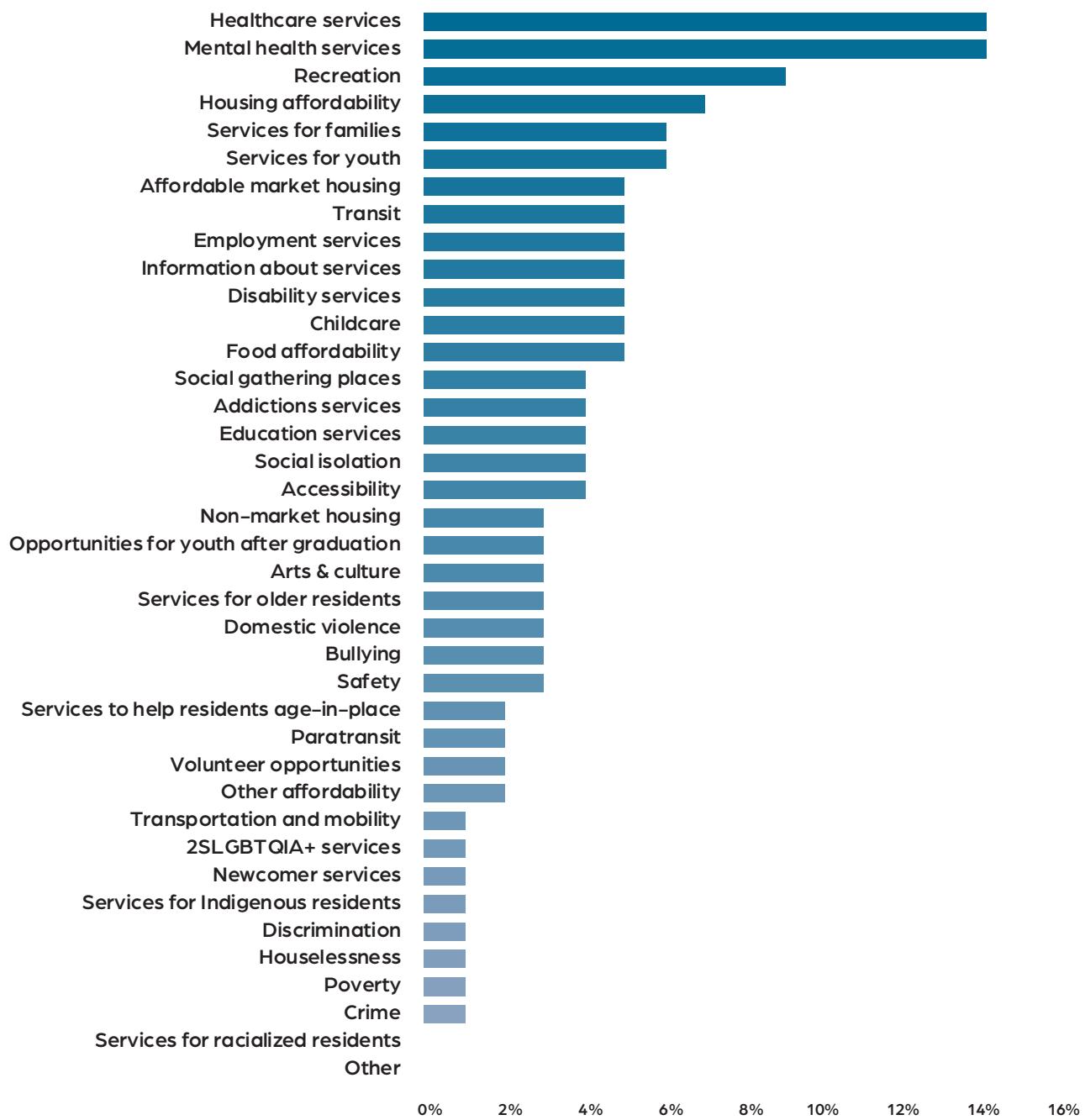


FIGURE 19 – SERVICES WHERE RESPONDENTS ENCOUNTERED BARRIERS

The most common services where barriers were encountered were healthcare and mental health services, with 14% of respondents indicating encountering challenges when trying to access these services. Recreation was next with 9% of respondents indicating that they experienced a barrier, followed by housing affordability at 7%. Next, 6% of respondents reported facing barriers when trying to access both services for families and services for youth. This is followed by 5% of respondents indicating barriers were encountered when trying to access each of the following: affordable market housing, public transit, employment services, information about programs and services, services for residents living with one or more disabilities, childcare, and food affordability services. The remaining services each had less than 5% of respondents indicating they encountered barriers.

The question, "What social programs and/or services were you trying to access in Airdrie when you experienced these barriers?" included an "Other" open-end option. Respondents shared the following: medical supports for seniors and supports for people on the autism spectrum.

Closing Thoughts

» **Thank you for your input. Is there anything else you would like to tell us?**

The survey closed with the final open-ended survey question asking, "Is there anything you would like to tell us?" Respondents shared a number of closing thoughts with the City, which we have summarized into major themes:

- Affordability
- Community connection
- Employment
- Healthcare infrastructure and services

“Our healthcare is in crisis and it seems like no one cares or is doing enough to advocate for us to get more funding or medical professionals in place.”

- Infrastructure and social supports are not keeping pace with City's growth
- Recreation
- Safety
- Schools
- Social supports
- Supports for residents with disabilities
- Transit
- Youth

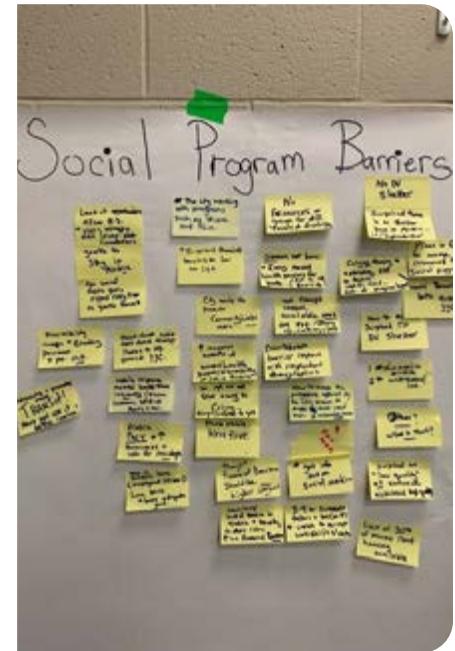
“Our city has to send its athletes to other communities when they excel in their sport.”

“The city is growing way too fast. We clearly do not have the infrastructure in place to support all of the families moving to Airdrie. There are not clearly enough schools, doctors, hospitals/urgent cares or extracurriculars...”

Open House

The City of Airdrie held an Open House on May 21, 2025, from 5 to 8 p.m., in the Rotary Room at Genesis Place. The purpose of the Open House was to offer residents an opportunity to provide their thoughts on the preliminary findings of the Social Needs Assessment Survey, which was conducted in March 2025. This allowed the City to both verify the survey results and help deepen the City's understanding of these results. Approximately **25** residents attended the Open House.¹³ While the resident turnout was lower than expected, Social Planners were able to have in-depth conversations with residents, and these provided valuable insights into our community.

The Open House featured three stations, each with a different posterboard that presented the findings of a specific survey question. Social Planners were stationed at each posterboard to provide a verbal overview of the survey findings for each question and answer any questions. Residents were then invited to share their thoughts on the findings either verbally (which was captured in notes by Social Planners), posting it via a sticky note, or writing it down on a comment card and placing it anonymously in the comment box. Below presents a summary of the input gathered at the Open House, organized by posterboard.



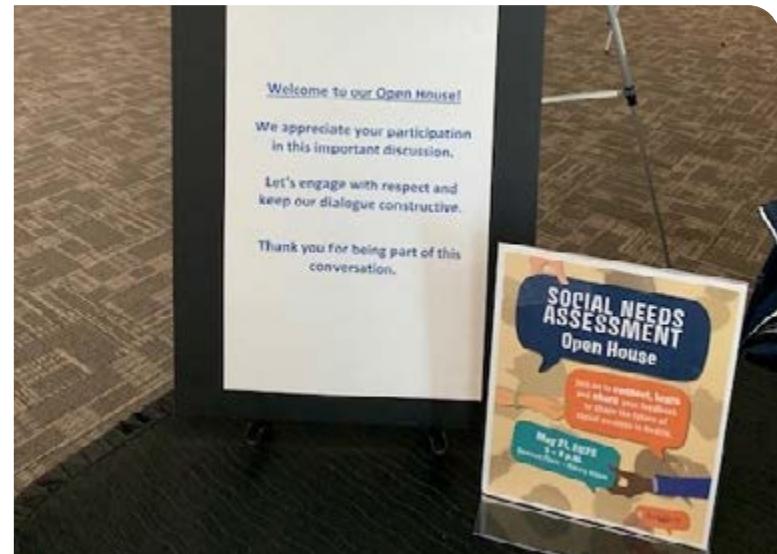
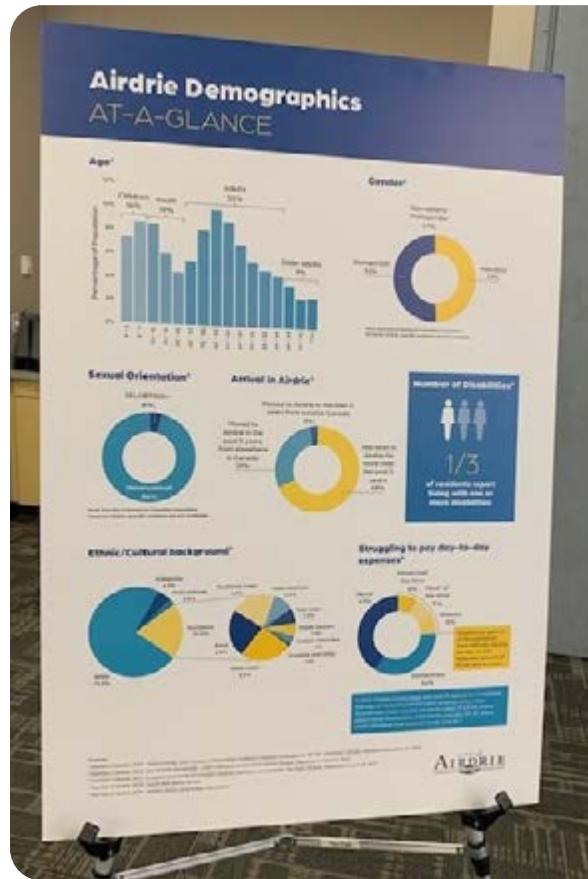
¹³While the attendance was lower than expected, advertisements for the Open House were widely seen. For more details, please see **Appendix D**.

» *What do you feel are the most important social issues in Airdrie?*

Residents expressed that they thought poverty and youth well-being should be higher on the list. Interestingly, some residents thought crime was ranked too low, while others thought it was ranked too high.

Residents also felt that additional key social issues in Airdrie were:

- Accessibility
 - Bullying at schools
 - Finding a meaningful and decent paying job
 - Lack of supports for Indigenous peoples
 - Transit
 - Safety



» **What do you feel are the most important social services and programs to address community issues in Airdrie?**

Lack of healthcare services and a hospital

Residents expressed that the lack of healthcare services and a hospital in Airdrie is a major gap in the community and contributes to further issues.

More supports and services for youth well-being

Supports for youth well-being was another item that was flagged by residents. Affordable youth (and family) programming; youth services (particularly employment services geared toward youth); the need to increase opportunities for youth post-graduation; and the need for more unstructured gathering spaces for youth were offered as suggestions. We heard that we need to **"create an Airdrie that supports – not pushes youth away."** Related to all of these, residents remarked that there should be greater efforts made to increase the awareness among youth of what is available for them in Airdrie.

Need to improve transit

Improvements to public transit in Airdrie was the need most reported by residents, including faster, more reliable routes into Calgary and to Calgary's post-secondary institutions. Young residents stated that the round-trip commute to post-secondary institutions in Calgary was challenging with current transit routes.

Residents also expressed that more of the following social supports and services were needed in Airdrie:

- 2SLGBTQIA+ supports
- Accessibility in the community (including housing that is designed to accommodate residents with disabilities/mobility challenges)
- Affordable gathering spaces to help support social connection among residents
- Employment services and growing job opportunities in Airdrie
- Indigenous cultural programming and supports
- More family and community events in Airdrie
- Need to build housing that achieves social outcomes by providing a sustainable design incentive to builders
- Need to build more low-income housing for the Airdrie Housing Limited (AHL) program
- Newcomer supports
- Preschool childcare and daycare



"Without proper transit every other program falls short."

» **What barriers did you experience when trying to access social programs and services in Airdrie?**

When asked about the social barriers they experienced when trying to access social programs and services in the community, residents provided a lot of examples which described their unmet needs. Residents also offered ideas on solutions. While this specific station was focused on barriers, much of what residents shared echoed what was heard at the other two stations. This input is summarized, by theme, below.

Accessibility

Residents spoke of needing improved accessibility for those with mobility related concerns across the city, as well as some crumbling pavement on ramps is risk for falling or injury.

“The 3–4-hour commute to school takes a toll on my mental health as it makes it hard to accept work shifts or put in time to study.”

Challenges with Transit

Residents spoke of the need more direct public transportation routes to important areas of Calgary from Airdrie and that “*more people will use transit if there are better routes.*” Specifically, public transportation options for post-secondary students to Calgary was mentioned as needing improvement.

Financial barriers

Residents stated that they felt financial barriers should be higher on the list as “*all the ones listed are so intertwined with financial barriers/strain.*” Examples of this included residents who could not access services in Airdrie then had to drive to other communities, which added time and travel costs to their lives.



Gaps in programming/space

Residents outlined a few different gaps: no resources or groups for different levels of disability; no domestic violence shelter; and not enough venues (and the available ones are expensive) to host cultural dancing classes, ethnic cooking classes, etc.

Lack of information-sharing and communications

Residents talked about how they would like to see increased information-sharing and communications by the City and social service providers to let residents know what sorts of programs and services are available to the people that need them, such as the Airdrie Fair Access (AFA) program and mental health supports.

Lack of mental health supports

Residents expressed a need to increase mental health supports in the community. We heard that there are no emergency mental health services for youth in Airdrie and that youth are referred to Calgary. Respondents also provided suggestions on how to improve the situation, such as, Airdrie and surrounding municipalities could pool together resources and develop a mobile response mental health team that serves communities such as Airdrie, Cochrane, Crossfield, and Rocky View County; and that more information could be shared on the Airdrie Police and Crisis Team (PACT) so that residents are aware of what is available in our community.

“Individuals in mental health crisis should not be just sent away to Calgary for help – this could worsen things. They should be triaged and assessed to get them stable here first.”

Lack of opportunities for youth

“The social fabric gets ripped every time a youth leaves Airdrie.”

Residents expressed concern for youth and their future given the lack of opportunities and supports for them in the community. Another sentiment that arose was that Airdrie needs to, *“Create opportunities that train the 18-24 age group so Airdrie’s society can grow and develop instead of losing this valuable group.”* A suggestion on how to improve the situation included exploring the possibility of working with universities and trades schools to expand internship and co-op learning opportunities to our community to allow youth to train, work, and stay in Airdrie.

Coffee Chats

Following the Open House, Social Planning hosted six Coffee Chats with residents. City staff made themselves available at a number of coffee shops across the city, as well as at the Airdrie Public Library and Genesis Place throughout June 2025 for kitchen-table-style informal conversations about social issues, needs, and strengths in Airdrie.¹⁴ At each Coffee Chat, there were two Social Planners: one led and facilitated the discussion; and the other primarily took notes and helped answer resident questions. The Social Planners set up at a table within a community space or business, with coffee and refreshments, and invited residents, in the normal flow of their day, to come sit down and have a conversation on social issues, needs and strengths in Airdrie. A total of **47** residents provided us with input through these Coffee Chats.



While these conversations were kept loose and informal, Social Planners did have guiding questions on hand. Resident feedback is organized by guiding question below.

» **What do you like most about Airdrie?**

Residents echoed much of what had been heard in the March 2025 Social Needs Assessment Survey and the other engagements:

Access

We heard that residents value the great access to roads, including major routes, and appreciated that they could be anywhere they wanted in 15 minutes or less.

Airdrie's unique identity: "Small-town feel with big-city amenities"

Residents value the small town feel and sense of safety and community in Airdrie, and that people here are nice, friendly, and kind. Residents appreciate that we have many unique small businesses that are close and convenient where they could get most of what you need, while we're close to Calgary for the rest.

“I like the people here. I know my neighbours – I didn’t know my neighbours in Calgary, and I lived there for 10 years.”

¹⁴The City also held some specialized Coffee Chats with older residents, the details of these can be found below in the Targeted Engagement section of this report.

“Airdrie is a great place. I give the city a 9.9. Great programming at Genesis Place.”

Amenities

Residents stated their appreciation of the many amenities in Airdrie (such as Nose Creek Park, the trails, pathways, the Airdrie Over 50 Club, the Legion, Genesis Place, and the Airdrie Public Library), and anticipation for future amenities still to come (such as the new SW Recreation Centre and Inspire¹⁵).

Clean, spacious surroundings

Residents also value the clean, spacious surroundings of the city, noting that people do not litter.

Community events and sense of belonging

We heard that residents love the great community events in Airdrie and that we are becoming more multicultural. This growing diversity and these community events help build a sense of community.

Social supports

Residents expressed that they valued some of the social supports offered by the City (such as the Airdrie Fair Access (AFA) program) as well as the strong social service organizations in the community (Community Links was frequently mentioned).

Airdrie's growth challenges

In contrast, alongside Airdrie's positive aspects, some residents also shared that they felt Airdrie is “growing too fast.” Residents felt that they see more traffic, more people, growing sprawl, and shrinking capacity at Genesis Place. One sentiment that arose was the question “When are we going to say we’re full?”

“We’re too reactive instead of proactive. We’re nearly 100,000 people. While we are still a bedroom community, we should be planning for the future.”

¹⁵The majority of our public engagement preceded the opening of Inspire (Airdrie’s new multi-use and library facility), which, at the time of this report’s publication, is open to the public.

» **What social issues are you most concerned about in Airdrie?**

Accessibility

A number of residents voiced that access in and around Airdrie for people with mobility challenges could be improved (e.g., curb cuts, automated doors, inclusive wheelchair accessible playgrounds) and that the City should start working on it now because it can take years for the money to come in, and that we need to prepare for our aging population. It was pointed out that accessibility of City facilities also needs to be improved. For example, it was noted that Bert Church LIVE Theatre is not fully accessible: someone with mobility and sensory impairments, for example, would have to go downstairs to the bottom of theatre to be close enough to see and hear. Further, residents commented that the accessibility of walking paths could be improved as some are not well maintained with cracks and sometimes snow clearing is not done.

“Affordability is the most pressing issue.”

Affordability

Affordability was number one on many residents' lists of top social needs – in terms of affordable housing, affordable food, and other areas of their lives. Residents also reported that the housing and food affordability crises have led mental health to be a serious concern in Airdrie.

Barriers/gaps in mental health supports

Challenges to accessing mental health supports—due to lack of capacity and wait lists—was underscored by residents. Residents questioned whether "...we have mental health programs and services for people with cognitive disabilities here?" We also heard that to see a mental health professional in Airdrie is an 8-week wait.¹⁶

Healthcare services

Almost all residents stated that not having a hospital was a major service gap and critical social need in the community. Residents stated, "Urgent Care doesn't cut it." And that, "Cities this size should have [a hospital]." Adding to this challenge of getting proper medical care, residents shared that "People from elsewhere are coming to Airdrie's Urgent Care because they expect wait times will be shorter."

Lack of affordable housing and rental housing

The lack of affordable housing and rental housing was identified as an issue for all – youth, adults, and seniors. Residents firmly stated that rent increases need to be capped and we heard that "rents are ridiculous."

¹⁶Wait times like this are not unique to Airdrie, this is a province-wide issue.

Lack of community halls and affordable rental of community spaces

Residents seeking to gather and connect with their social groups commented on the lack of free or affordable community spaces to use or rent within the community. We were questioned as to "why doesn't the City require developers build these in new communities?"

Lack of employment/jobs in Airdrie

A large number of residents expressed that it was challenging to find work in Airdrie and that the "job market is tough." Others stressed the importance of generating more employment opportunities in the community and that employment services are key for residents in search of work.

More services for residents with disabilities

From children to older adults with disabilities, residents expressed the clear need for more services for residents living with disabilities.

More services for seniors

Some residents felt that there were not enough services and places specifically for Airdrie seniors to gather and socialize. It was suggested that the City could look into what other communities offer as a model — such as the Spray Lakes Sawmills Family Sports Centre in Cochrane as it has a great seniors' area. Residents also expressed concerns with the lack of space and capacity at the Airdrie Over 50 Club.

Does the Over 50 Club need to raise money and build a new facility and have the city meet them halfway? Do they need capacity building? The Over 50 Club building isn't suited for the size of the club. Playing quiet games (such as cards) is difficult when you have noisy games (like shuffleboard) going on at the same time."

Poverty and addictions

Some residents felt that both poverty and addictions should be ranked higher in the survey findings.

Safety

Safety appeared to be perceived as an emerging issue, according to our Coffee Chat engagements with the sentiment of "*I feel safe, but I see crime creeping in*" arising.

Social isolation

Social isolation was flagged as a social issue affecting all ages and not just seniors. It was stated that social isolation "...is a massive, serious problem." Residents suggested that we need more activities to bring in different groups and that we need to improve transit to connect people to each other and to places.

Transit

Many residents commented on the need to improve transit for residents, with residents reporting a lack of public transit along Main Street. "When Airdrie Transit changed bus routes—and removed the stop along Main Street—it makes for a much further walk." Some residents feel that transit does not listen to people. Another concern that was raised was lack of transit service to Genesis Place on the weekends, which can lead to feelings of isolation.

Unsustainable community growth

Some residents said they feel there is too much home building in the community and that the City should put a moratorium on housing construction. We were questioned on the capacity of our present water and other infrastructure to support this growth: "We have been under water restrictions for three years, but they just keep building. We cannot sustain this growth – not enough schools or fire protection, bus system is poor, portables on all the schools, teachers are burning out." Other residents echoed this adding that "Airdrie is a wonderful place, but growth is out of control" and that we "need a cap on growth."

Youth well-being

Youth well-being was noted as a primary concern. Residents talked about the many aspects of youth well-being they were worried about. These aspects and concerns are paraphrased below:

- For youth, it is hard to get jobs right now, hard to talk to school counsellors, and it is hard to access supports as youth do not know how to reach out
- Youth are also experiencing a shift in society, the rise of social media, etc.
- "Youth are really struggling. Teens are hanging out in random spots because there's not a whole lot for them to do. Still need something for youth to do, or somewhere they can go to feel safe."
- There is a need more diverse low-cost activities for youth to do as not everyone cares about sports
- Bullying in schools is an issue. We heard about experiences of bullying due to race in grade school (grades 1-3)
- Places near high schools can get intense with youth fighting and other illegal activities
- Need youth mentorship. "To my knowledge, there is nothing in Airdrie that engages youth with adults."

» **What social services do you think people need more of? What gaps do you see in our services?**

Affordable and appropriate housing

Residents expressed a need for more affordable rental housing, and to incentivize "grandmother suites" which provide a lot of benefits, including supporting inter-generational living.

Arts and culture

We heard that we need more arts and culture options and that we only have Bert Church LIVE Theatre.

Hospital

The need for a hospital was reiterated, as having one in Airdrie would result in much faster care given the length of time it currently takes to get to a hospital in Calgary.

Increased communications and information-sharing

Residents stated the need for increased communications and better resident access to information. It was noted that the City website needs improvement as it is currently hard to navigate leading to residents being unaware of available services. We also heard that increased awareness of the Airdrie Fair Access (AFA) Program was needed, and that residents are unaware of social services available in Airdrie, particularly those serving people with disabilities.

Improved transportation and public transit

Residents stated that buses need to be more frequent and to operate along more routes. We were questioned on the possibility of free bus passes for seniors, with residents noting that a number of other municipalities offer this. Public transit services to Calgary were another commonly expressed need.

“Transit should be paramount for a bedroom community.”

No- to low-cost recreation opportunities

In the midst of affordability challenges, residents described how important it was to offer free or low-cost recreation opportunities for residents of all ages — so that they have places where they can connect socially with others as well as maintain their physical and mental well-being. We were questioned about the possibility of free swim lessons for children: "It's a safety thing. Everyone should know how to swim."

Safety on pathways

With the growing popularity of e-bikes and e-scooters, residents expressed the need for more safety, education, and rules on the pathways to prevent injury and harm to those sharing the trails.

Senior supports

Residents underscored the need for more senior supports. It was suggested that the City should play a role in a seniors' centre as currently, "There is not a sense of place you can go to (as a senior)." It was also voiced that needs for newcomer seniors and lower-income seniors are not being met.

Social supports

We heard that there was a need for increased services for mental health and addictions, services for residents with cognitive disabilities (currently, all available services are in Calgary), and services for immigrants, as there may be some who do not know how to find a home or a job. It was also noted that there should be more support for the library and for vulnerable residents who go to the library for support.

Youth well-being

We also heard a lot of concern for youth well-being and the need more services and opportunities (including employment) for youth. Residents stated that they felt there should be a safe space for youth-in-need to go, with additional suggestions such as having a social worker visit into the library to be available to help young people. It was also suggested that mental health education and activities that build mental health for youth be integrated into the curriculum along with social media awareness and education.

» **What is one thing you would like the City to hear from our conversation today?**

Residents shared a number of closing thoughts that they wanted the City to hear, summarized below:

- We heard that the City is behind on tax collection and that we do not have the funds needed to keep up with growth
- "Overall, going great as a City, but need to think about youth and future generations. Youth should feel inspired."
- "Plan for the future, not for the now."
- There are not many employment opportunities in Airdrie

/// Don't sacrifice social programs for cost savings."

/// Keep working hard at this, don't let it fall by the wayside."

/// The Province has spent all this money on billboards attracting others to the province, but that puts a lot of pressure on the municipalities."

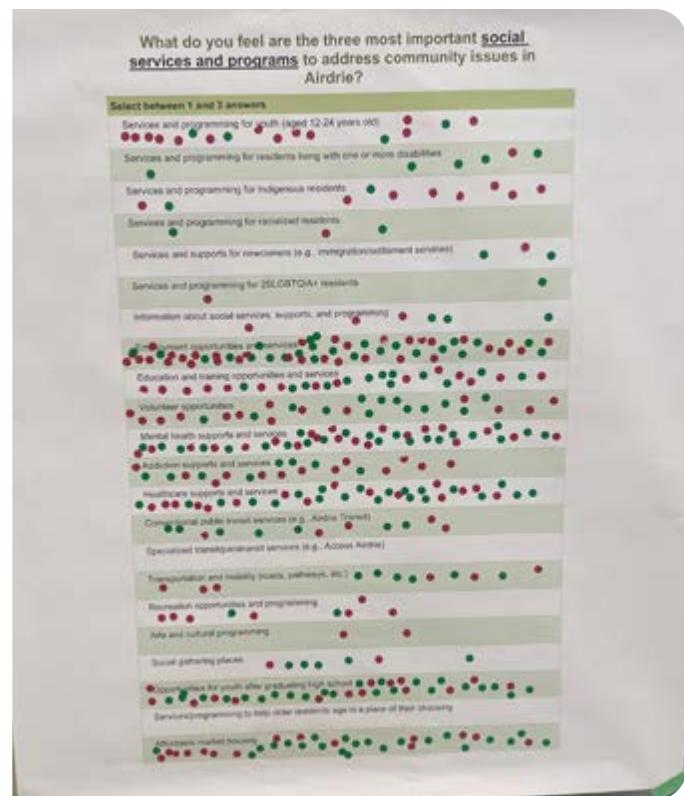
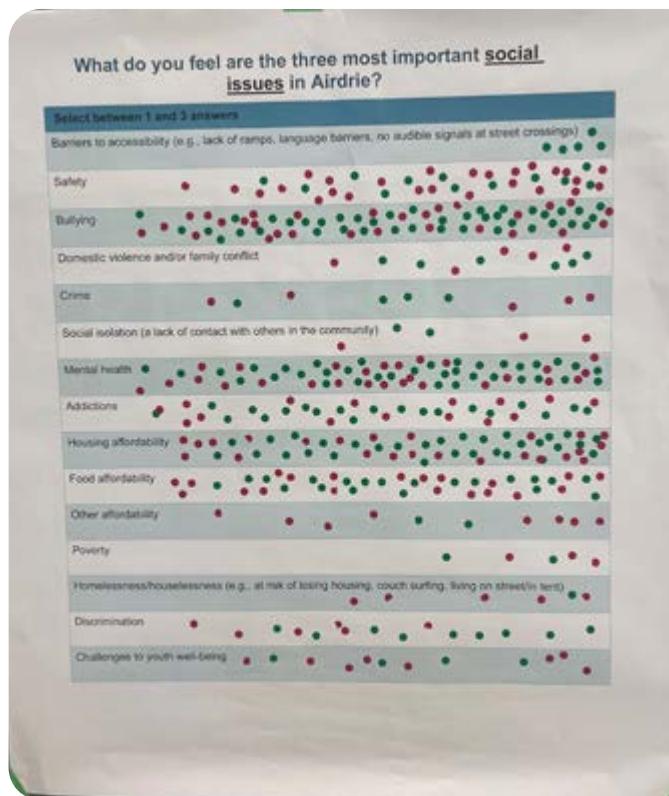
Targeted Engagement

In addition to the general resident engagement, the City conducted a series of targeted engagements to hear from residents who do not usually have as strong of a voice in municipal engagement efforts.

“We need to offer more opportunities for the youth to want to stick around in Airdrie.”

Youth Engagement

The City of Airdrie began its targeted engagement for the Social Needs Assessment with youth (residents of Airdrie between the ages of 12 and 24 years old). Social Planning first met with the Airdrie Board of Youth Affairs (ABYA) to engage in a dotmocracy exercise¹⁷ to capture youth perspectives on social issues and needs in the community. This was followed by repeating this activity at two local high schools, a youth-focused social service provider, and at Teen Night at Genesis Place.¹⁸ The responses from youth across all the dotmocracy exercises were pooled (a total of approximately **237** youth), and the results are reported below.



¹⁷Also known as sticky-dot voting is where respondents are asked to vote on options using a limited number of dot stickers.

¹⁸Genesis Place offered free admission to youth as one of the National Youth Week (May 1 through May 7, 2025) events in Airdrie, which recognized and celebrated youth in our community.

» **What do you feel are the most important social issues in Airdrie?**

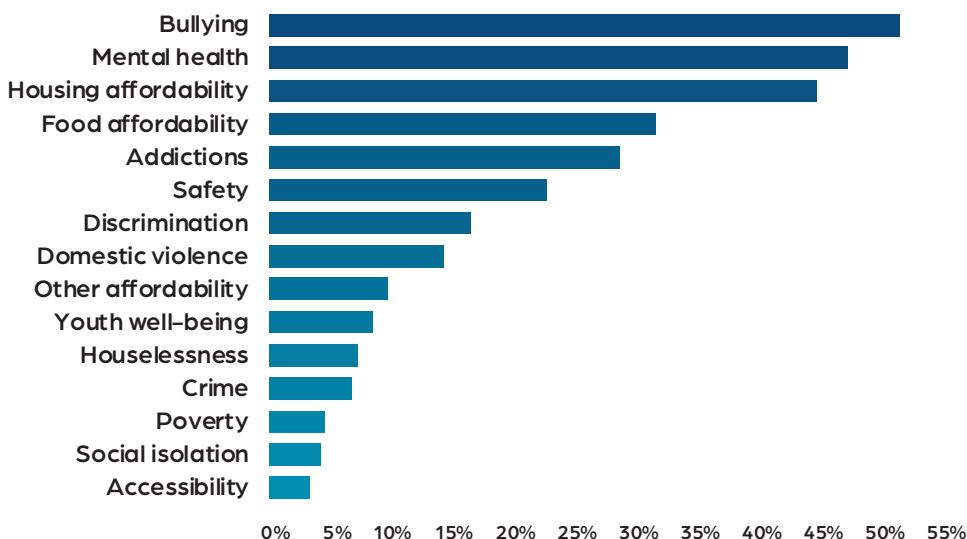


FIGURE 20 – TOP THREE SOCIAL ISSUES (YOUTH PERSPECTIVE)

Youth provided a unique perspective on Airdrie's most pressing social issues. While the survey identified housing affordability, food affordability, and crime as the top concern, youth highlighted a different set of priorities. **51% of youth said bullying was one of their top three most important social issues, followed by 47% indicating mental health, and the top three is rounded out with 47% of youth reporting that housing affordability is one of the key issues to address in Airdrie.** This was followed by food affordability at 31%, addictions at 29%, safety at 23%, discrimination at 16%, domestic violence at 14%, and other affordability at 10%. It is interesting to note that challenges to youth well-being was only reported as a top social issue by 8% of youth, in contrast to being the fifth most reported issue amongst the general population at 21%.¹⁹ Houselessness and crime were each reported as a key social issue by 7% of youth, poverty by 5%, social isolation at 4%, and accessibility at 3%.

¹⁹Members of ABYA seemed to take this as a given, and focused instead on specific issues that challenge youth well-being, and this may have been the case for other youth as well.

» **What do you feel are the most important social services and programs to address community issues in Airdrie?**

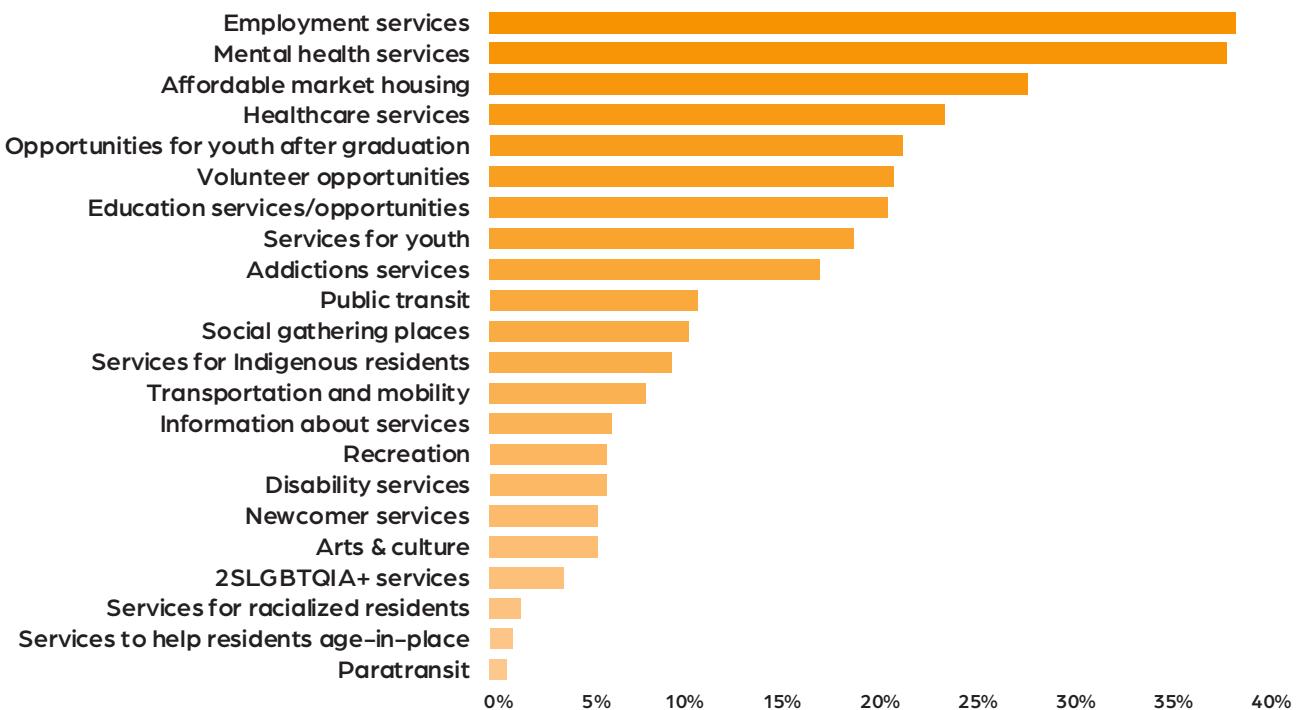


FIGURE 21 – TOP THREE SOCIAL NEEDS (YOUTH PERSPECTIVE)

As with the question about the most important social issues in Airdrie, youth saw the social needs differently than the general population as well. **For youth, employment services and mental health services were the most commonly reported social needs in Airdrie at 38% each.** Next up was affordable market housing at 28%, healthcare services at 23%, and volunteer opportunities and opportunities for youth after graduation were tied at 21%. This is followed by educational services and opportunities at 20%, services for youth at 19%, addictions services at 17%, and public transit at 11%. Services for Indigenous residents were reported as a top social need by 9% of youth and transportation and mobility by 8%. Information about services, recreation, disability services, services for newcomers, and arts and culture were each indicated as top social need by 6% of youth. Rounding out the list, 4% of youth indicated a need for services for 2SLGBTQIA+ residents, 2% indicated a need for services for racialized residents, and 1% of youth suggested a need for both services to help residents age in a place of their choosing and paratransit.

Beyond the dotmocracy, Social Planners engaged with six youth from the Airdrie Board of Youth Affairs (ABYA) during one of their regular meetings in late September. ABYA youth were asked to think about the questions from the varied youth experiences in the community and to give voice to Airdrie youth in general. The findings from this engagement are presented below, organized by guiding question.



» *What do you like most, as a youth, about living in Airdrie?*

Youth value many things about Airdrie, their input is summarized below:

- The new Inspire facility / library²⁰: it is futuristic, there are study rooms, the "vibe," and that there is something for everyone
- Great events in Airdrie
- Diverse learning programs: A lot of options for schools, including the Community Learning Centre, Building Futures, private schools, online program, academies in local high schools
- Walk and biking paths
- Youth friendly areas are not on the main roads which feels safer, and they are easy to get to, even by walking
- Parks
- Recreation – youth felt that the outdoor courts, especially, are great
- The people
- It is peaceful

²⁰This engagement with youth was held after the opening of Inspire.

» **What social issues are youth most concerned about in Airdrie?**

Affordable housing

Youth voiced concerns about the cost of housing and the cost of living.

"Looking into the future, will I even be able to rent?"

Affordable social and recreational opportunities

Youth shared that places that could appeal to them do not seem interested in having youth there or are hard to get to and expensive. Some youth feel like there is nothing for youth to do except for Genesis Place and the Airdrie Public Library.

Lack of (desired) job opportunities in Airdrie

Youth stated it was hard to get a job in Airdrie. Youth also felt that all the "creative" or desired jobs were in Calgary, not Airdrie.

Schools

Youth spent a lot of time during the engagement session talking about the multiple challenges they face at school. Their input is paraphrased below:

- Lack of space and crowded classrooms with gymnasiums and libraries being used as auxiliary classrooms
- Understaffed, overworked teachers, substitute shortages as well – none of which is good for either students or teachers. School programming is suffering
- Teachers are distracted and frustrated and do not have the time to get to know their students or give them the attention they need
- If one teacher takes sick time, it causes all the dominoes to fall, and things descend into chaos. Volleyball practices and other extracurricular activities come to a halt because that one teacher was the one who was putting in the time to make it all happen
- Bullying – including exclusion and body shaming
- Fighting – youth move the fights to different places once a certain place becomes known by enforcement officers
- Mental health issues for youth
- Vaping is growing again this year. Kids are starting as young as grade 6. Youth shared the reasons that youth vape: probably because it is perceived as cool; youth are lonely and it might make them feel a sense of belonging as others are doing it as well, including family members; as a way to cope with mental health challenges; it is very easy to get from Snapchat (as is "weed"); kids like the taste; youth feel peer pressure, etc.
- School environment is becoming cold and hostile – Youth stated that police presence "ruins the vibe" and "snatches away any sense of connection," with one youth commenting that "Peace Officers with "sniffer" dogs scan the hallways multiple days per week for youth who are in illegal possession of vapes or banned substances."

Transportation/transit

Youth commented that it is difficult to get to places in Airdrie, which can lead to feelings of social isolation, and that more sidewalks or on-time buses would help. Youth also stated that too much construction is happening at once and the sidewalks are hard to navigate, and sometimes, there is no place to walk. We also heard that winter is particularly isolating for youth who do not drive as transit

“Transit is overburdened”

can be hard to rely on, and some youth just prefer to stay at home versus being stuck waiting for buses or walking in cold weather conditions.

» **What social services do youth need more of? What gaps do you see in our services?**

A youth-specific space for activities

Youth commented that the BGC was a great place but was not really a space for youth in the 13 and up age range. Youth suggested Airdrie could create something like BGC, but for older youth that offers a variety of free/low-cost engaging activities, possibly out of Genesis Place.

Employment services

Youth said they would like to see “something like a Prospect Human Services, but specifically youth-focused and specialized, even if it is only online.”

Mental health supports

Youth underscored the need for accessible, youth-specific mental health supports like anonymous programming and services that youth can easily access, such as substance abuse programming that addresses substance abuse in families.

More schools and more capacity

Youth stated the overcrowding in schools detracted away from their overall learning and school experience, their mental well-being, and their success as a student and that more schools and more capacity within the clubs and sports groups would begin to address this.

» **What is one thing you would like the City to hear from our conversation with youth today?**

Finally, youth shared several closing thoughts with us, summarized below:

- "We need better Transit."
- We need more guidance for youth – like a youth hub, guidance for the future, one-on-one support. One youth remarked, "At my school there are three guidance counsellors for 1,000 kids."
- "More mental health supports."
- "More community events" – Especially events focused on youth which could feature booths for youth mental health counselling, jobs and training, crafts, food, etc.

Seniors' Engagement

The Social Needs Assessment involved two specific engagements with seniors: a Coffee Chat with **12** participants of the Wednesday Seniors Coffee and Conversation Group at the Airdrie Public Library in June; and a larger group discussion with approximately **35** members of the Airdrie Over 50 Club at the Town and Country Centre in August. The input gathered from both engagement sessions were combined and analyzed. The key themes, organized by guiding question, are presented below.

Note on input: Seniors at the Airdrie Over 50 Club engagement noted that the input the City received the day of engagement may not reflect the needs of those most reliant on services, as many seniors—due to limited mobility or lack of awareness—were unable to attend sessions like this one.

» **What do you like most about Airdrie?**

Seniors valued many aspects of living in Airdrie, an overview of what we heard is shared below:

- Convenience – quick access to businesses
- Clean
- "So safe here. We love it here."
- Friendly
- Close to Calgary and its amenities
- Good walking trails and views
- Future recreation centre
- Seniors Housing
 - "[Abrio Place Lodge] is good, everyone in there is happy."
- "I love living here but there is not much for seniors living alone to do. Over 50 Club is great, but not really anything else."
- Genesis Place is fantastic – free fitness classes for people aged 80+

» **What social issues are seniors most concerned about in Airdrie?**

Seniors raised many social issues that they were concerned about in their community:

“Because we are a bedroom community, it’s assumed services aren’t needed here.”

- No hospital and a lack of medical services
- Lack of free or low cost social and recreational activities
- Lack of affordable and appropriate housing
- A voice in the community to affect change

- Affordable and adequate transit and transportation to get around Airdrie and to and from appointments in Calgary

“Our effective population is greater than 90,000 because of all the people from other places who come here to use our stuff.”

» **What social services do seniors need more of? What gaps do seniors see in services?**

Seniors indicated that they need:

A hospital

Seniors expressed that wait times at Urgent Care are too long and that this has been an ongoing issue for years. In addition, seniors said that medical services are poor in Airdrie, and they must drive into Calgary to see medical specialists.

A Seniors' Resource Centre

It was suggested that Airdrie partner with other levels of government to build a Seniors' Resource Centre which would be a place where seniors could go to find information about things, get legal advice, medical advice, participate in social activities, etc.

A seniors' voice at Council

Seniors stated that they need a voice to advocate for them on seniors' issues at Council and asked, "Could we have a seniors' advocate on Council?"

Better transit and transportation services with seniors in mind

Seniors shared that buses do not run often enough, and that Hello-to-Go is no longer door- to-door which can be difficult if you have a walker or if it is winter. It was suggested that we need an "Uber for seniors" as a lot of seniors can no longer drive to all their appointments in Calgary.

Centralized information and improved information-sharing

Seniors said they would like a central information hub to get information rather than, "Call Community Links for this and go somewhere else for that." To help get information out, it was suggested that there could be bulletin boards at grocery stores to share information, advertisements in the local paper (City View), and a list of information or links as to what is available for seniors.

More no- to low-cost seniors' programs and services

Seniors pointed out that they felt like a minority when accessing services as most social services are devoted to families. Seniors asked, "Does the City have a budget dedicated for seniors?" A number of seniors commented that they are on a fixed income and that they found Genesis Place expensive and questioned why they do not have a place where they can walk for free, especially in the winter? Seniors asked, "Why can't we just go in and walk around the track? Why is it free for 80+? But not 70+?"

More parking

A number of seniors commented that there were more cars than parking spots throughout the city, and with no place to park, you have to walk. Participants added that walking a long distance can be tiring or is not possible for some. As a result, no parking directly and negatively affects seniors' ability to socially connect with family and friends in the community. We were questioned on "Why don't we have rules for developers to make Airdrie more livable, [to] make sure there is adequate parking?"

Seniors' housing

Seniors shared that waitlists for seniors' housing is long, rents are too high, and that many do not have additional income for housing. Seniors stated that Airdrie needs more accessible housing options that are reasonably priced, such as cooperatives, where people can also gather.

Miscellaneous

Seniors added that at dog parks, we need water fountains that are also for dogs (e.g., water fountains for people that also flow down to fill a bowl to be used by dogs). Seniors, who often downsize and sell off some of their possessions, would also like to see a safe exchange site (like at the RCMP) where you can sell/receive goods (e.g., items sold on Facebook Marketplace).

» **What is one thing you would like the City to hear from our conversation today?**

Finally, seniors shared a number of closing thoughts with us, summarized below:

- "We need jobs for youth. My daughter (a youth) has been looking for work for over one year and cannot find a job."
- Bus route needs to be expanded – more buses and more convenient stops
- We need more doctors (specialists)
- We need a seniors' centre in the new multi-use facility or something
- We need a Senior's Advocate on Council
- We need a new Club space (in the new Inspire facility)
- We need cheaper rent
- We need better transportation options
- We need more—and more affordable—seniors' activities at the Rec Centre (Genesis Place)
- We need a hospital and more medical services like specialized units (e.g., hip-surgery place, eye-surgery place)
- "*Something needs to be done. You've known for years that seniors are a growing demographic and nothing's being done about it.*"



Focus Groups

The City of Airdrie concluded its public engagement for the Social Needs Assessment with a series of four focus groups with equity-deserving groups in Airdrie:

- Residents living with one or more disabilities,
 - Indigenous residents,
 - 2SLGBTQIA+ residents, and
 - Racialized residents and newcomers to Canada.

Social Planning worked with community groups to help recruit participants and hired expert external consultants/moderators to facilitate the focus groups on behalf of the City. A total of **33** residents participated in the focus groups. A member of the City's Social Planning team attended each focus group as an observer, to introduce the Social Needs Assessment, to answer any questions participants had, and to actively listen and take notes. Each moderator took a unique approach to exploring social strengths, issues, and needs amongst the participants. As such, the path the moderator took to gather the information on the guiding questions was different across each focus group, and this is reflected in how the information below is presented. After the engagement, moderators prepared a summary of findings from the focus group engagement they led, which are included in **Appendix C** of this report. The key themes which emerged from the focus group discussions are presented below.

Residents Living with One or More Disabilities

The focus group with residents living with one or more disabilities took place in August 2025 at URSA's (Universal Rehabilitation Service Agency) Airdrie location. This location is fully accessible and able to accommodate the needs of all participants. There were a total of **16** focus group participants, including residents living with one or more disabilities, family members of individuals with disabilities, representatives from organizations like URSA and the Calgary SCOPE Society, and community support workers. The experiences of all ages—from children to adults to older adults living with disabilities—were represented. Results are organized by general theme.



» **What participants like about Airdrie**

Participants at the focus group for residents living with one or more disabilities shared their opinions on our community's key strengths:

- URSA, FAIM (Foothills Advocacy in Motion), Vecova, and the Sector Connector (a provincially funded initiative that links adults with developmental disabilities to a network of support services)
 - However, it was noted that URSA's services cater mostly to adult residents, and that for many social programs for children they need to travel to Calgary or other surrounding communities
- Nose Creek Park was highlighted as accessible
- The area surrounding Genesis Place, particularly the lake
- Special Olympics programs and events that are held at Genesis Place
- Volunteer opportunities at Bert Church LIVE Theatre, the Airdrie Food Bank, and Airdrie Meals on Wheels
- Access ramps for wheelchairs
- Social service providers in Airdrie, such as Community Links
 - Particularly the learning strategies through the *Triple P: Positive Parenting Program* at Community Links
- The Airdrie Public Library is used quite a bit
 - It's accessible and affordable, and there was a great deal of anticipation for the opening of the library at Inspire²¹
- That residents, particularly those living with one or more disabilities, can rent out the theatre space at Bert Church LIVE Theatre to host movies/conferences
- The information sharing through the Airdrie Resource Council (ARC)
- The support available through the *Airdrie, AB Supporting Parents of Children with Disabilities* Facebook group

²¹This focus group was held prior to the opening of Inspire.

» **Social issues and needs**

Focus group participants described a number of social and community issues and needs facing residents with disabilities:

Communication and resource awareness

Participants expressed that it can be difficult to access information and available services and supports for residents with disabilities. Participants suggested that community groups could organize centralized resource fairs, increase their social media presence, and improve overall communications to help connect people with the information and resources they need.

Community inclusion, safety, and sense of belonging

One adult resident with an intellectual and physical disability expressed that they do not feel safe when out in the community. Another participant, a parent of a child with a disability, also shared that they felt unsafe. *"The response you get from some people is unacceptable. There needs to be a greater understanding of disability and diversity with the public."* Participants stressed the importance of having welcoming attitudes and friendly environments for residents with disabilities and that "neighbourhood watch" programs and after-school activities for youth could help build this within the community.

Education and support for children

Parents of children and youth with disabilities stated that there is a significant unmet need for educational support within local Airdrie schools and that many Airdrie families would benefit if there were local, specialized schools serving kids with disabilities. Parents also pointed out the lack of specialized community programming and therapists for their kids. These gaps mean that parents and their children are forced to travel to services in Calgary or elsewhere, making it more costly, time-consuming, and stressful.

Employment and volunteer opportunities

Having work and volunteer opportunities for residents with disabilities and building inclusive workplaces was identified as an important need which could be supported by hosting job fairs one to two times per year.

Housing and respite care

Participants expressed the need for affordable and accessible housing options, such as group homes as well as overnight respite services. The quality of respite care, as it is not a regulated profession, was also named as an issue by parents and guardians of children and adult children with disabilities.

Recreational and entertainment activities and accessibility

Participants shared that accessible recreational and social activities were limited in Airdrie and that residents with disabilities "need greater capacity to have fun." One participant pointed out that Airdrie does not have a pool that is fully accessible for people who use a wheelchair, nor do they have adult change tables. Participants stated they would like to see the City take a stance on disability and diversity and incorporate Universal Design (automatic doors, wide doorways, ramps, accessible restrooms, etc.) in all public facilities for equitable use by all residents — including those with disabilities, but also children, seniors, and the general population. Participants said the community needs more adaptive programming (dance lessons, sports) and equipment (gyms, playgrounds) — for both children and adults.

Participants also expressed they would like to have more accessible entertainment options — such as sensory movie nights and candlelight music performances at the Bert Church LIVE Theatre.

Transportation challenges

Residents with physical mobility challenges faced barriers in travelling within Airdrie and to and from Airdrie and Calgary. Specialized transportation was limited in that one needed to book well in advance, operational hours were short, and the number of trips was typically capped per month, making spontaneous travel not possible. It was noted that there were no taxi cabs in Airdrie equipped to transport a person in a wheelchair and that getting this type of specialized taxicab from Calgary was expensive.

» **What is one thing you would like the City to hear from this conversation today?**

Focus group participants shared a number of closing thoughts:

- We need a hospital and more doctors in Airdrie
- We need affordable and accessible housing
- Schooling needs more funding for specialized programming or a specialized school for children and youth with disabilities
- There needs to be more conversation between the municipal government and the provincial government around funding and supporting residents with disabilities. *"I am really concerned with the direction disability funding and services are going."*
- *"I don't feel safe or welcome out in public with my kid (with disabilities). We have a basic right to participate in community life. How can participating in community life be made better?"*
- *"Why is it that we cannot use our ACCESS 2 card (a card gives people with disabilities a discount on admission) at Genesis Place?"*
- We should not have to pay a fee to have paperwork filled out by a doctor for people with disabilities
- Need our voices heard. It would be helpful to have a lesson or workshop on how to connect with a politician to advocate for disability rights

Indigenous Residents

The focus group with Indigenous residents took place in August 2025 at the Town and Country Centre in Airdrie. There were **9** focus group participants. The moderator arranged an Opening Prayer and teachings by Elder Bruce Starlight and the participants moved into story-based sharing, which was supported by guiding questions. Highlights from this discussion are presented below, organized by theme.

» **What participants value about Airdrie**

While some participants had moved to Airdrie from out-of-province, others described living in Airdrie all their lives. When they reflected on the strengths of their community, they identified:

- Proximity and convenience of services
- A young, family-oriented community with potential to grow in inclusive ways
- Examples of progress, such as pipe ceremonies, art installations in the park, showing that Airdrie has begun moving forward – though not all participants feel opportunities are accessible

» **Social issues and needs**

Barriers to services

Respondents reported long delays and “too many hoops” to access pensions or benefits, including the burden of proving ancestry. They also reported a need to travel to Calgary for healthcare, including long commutes for families with children in hospital. Further, respondents noted that there are shortages in mental health supports, youth programs, and Elder involvement and gaps in social service programming: for example, participants noted there are no Indigenous-specific programs within social service providers.

Cultural disconnection

Many residents only discovered their Indigenous identity later in life and are now seeking ways to reconnect. Youth asked for more opportunities to learn about culture, ceremony, and history.

Employment and opportunities

Youth employment, volunteering, and access to job fairs were named as critical. Indigenous businesses would benefit from incentives and visibility.

Housing and gathering spaces

Participants called for Indigenous housing options and a culturally safe gathering space. They emphasized these spaces should be built through co-investment, not as handouts, with Indigenous residents contributing leadership and stewardship.



Racism and discrimination

Participants experience racism in daily life, in schools, in service access and in employment, including racism in looking for work, and in the workplace. Many noted Indigenous people are treated differently than newcomers or immigrant populations, and that there are more services/programs for newcomers than for Indigenous residents. One participant noted that while Treaty 7 Elders are being engaged, there is not more broad engagement.

Sports and youth access

Stories highlighted past exclusion from sport due to racism and fees, and a local shortage of facilities (e.g., ball diamonds).

Transportation

Bus shortages and limited transit options make it harder to reach services and programs.

» Missing or needed services

Participants spoke about what was absent in Airdrie, identifying services and supports that would make a meaningful difference in their lives and their community. They noted the need for:

- Access to Elders, knowledge keepers, and medicine teachers locally
- Women's and 2-Spirit support groups
- Indigenous youth groups and leadership opportunities
- Hospital or more urgent care options in Airdrie
- A permanent *"Friendship Centre-like"* space where Indigenous residents can gather, supported by City funding
- Regular Elders' circles to reduce loneliness and create connection

» **Hopes and opportunities**

Despite the struggles, participants also shared their aspirations and the opportunities they see for Airdrie to move forward. They envisioned:

- The creation of Indigenous gathering spaces in Airdrie, both physical and cultural
- Support for cultural programming in schools, including powwows, land-based learning, and Indigenous classes
- Celebrations of Indigenous presence through visibility in city events (e.g., a float in the Canada Day parade)
- Building youth pride and connection through dedicated Indigenous youth groups
- Strengthened communication and connection: social media groups, a City website page for Indigenous events, an Indigenous column in CityView, and regular opportunities to meet
- More inclusive economic opportunities: job fairs targeting Indigenous residents, incentives for Indigenous-owned businesses, and volunteering pathways for youth
- Land-based learning: allow medicine harvesting without stigma, creating public spaces where cultural practices are respected
- Moving beyond one-time engagement to an ongoing relationship: *"Not a one and done, check-the-box exercise — 365 days a year."*
- Learning from Calgary's Indigenous Gathering Place and create a similar hub in Airdrie

2SLGBTQIA+ Residents

The focus group with 2SLGBTQIA+ residents took place in August 2025 at the Town and Country Centre in Airdrie. There were **7** focus group participants. Below are the key findings from the engagement.

» **What residents value about Airdrie**

- Walking paths, art, flowers, and nature that contribute to quality of life
- The quiet, small-town atmosphere combined with city amenities
- A sense of friendliness and community connection
- Ease of mobility, particularly by car, and growing efforts to improve public transit
- Strong organizations, such as BGC programming, which provide trusted community support

» Social concerns and issues

Communication gaps

- City communication about services is inconsistent, often limited to online platforms, which excludes many residents
- More proactive communication is needed around available services (e.g., where to buy bus passes), funding opportunities, and engagement events
- Would like to see more from the City as far as Pride goes — a resource page on the City

website, a little rainbow symbol, etc. *"It would give people a subtle nod to say hey this is a safe city to be in."*

- Would like to see a web access form to connect/communicate with the City. *"It is hard for me to talk on the phone. For people with anxiety or hearing impairment, the telephone is hard."*

Homophobia, transphobia, and discrimination

- Participants reported ongoing discrimination in community spaces
- Rainbow path vandalism and transphobic stickers in parks and on city infrastructure
- Homophobia, transphobia, and bullying in schools and community venues. One participant commented, *"The safest place for*

(queer) kids to be is online. They don't have to deal with in-person bullying. It's hard. It can be so isolating."

- A broader cultural shift is needed, as participants noted increased tolerance for hatred in some areas

Safe and inclusive spaces, and community connection

- Participants emphasized the importance of safe, open, and low-barrier spaces
- The absence of youth drop-in centres (after school, in the evenings), especially for queer youth, was noted as a significant gap
- There was strong interest in visible pride and acceptance initiatives, including city support for Pride events, pride flags, and healthy masculinity classes to address homophobic culture

- Multipurpose and community spaces, including free rentals and makerspaces (a community space equipped with sewing machines, welding equipment, 3-D printers etc.) were seen as important tools for fostering belonging
- Concern about upcoming legislation reducing supports for queer folks in Airdrie (Gay-Straight Alliance groups (GSAs), pronoun use, and trans rights in sports)

- Older adults expressed a desire for more programming and events that help connect them and reflect diverse communities
- Multicultural events and days were requested, with emphasis on Airdrie's growing newcomer

Social needs and gaps in social services

- **Housing supports:** Lack of supports for housing in Airdrie and risk of houselessness for kids that cannot go home. Limited emergency supports for people fleeing abuse, violence, or facing houselessness
- **Transit and accessibility:** Transportation was identified as a key barrier to accessing services and opportunities in Airdrie. Calls for more frequent Calgary bus service and broader access to bus passes. Participants suggested ticketing apps and easier-to-use transit information. Improved transit was linked directly to greater safety and access to services
- **Domestic violence:** High rates in Airdrie, with calls for stronger supports and a more nuanced approach addressing root causes. One participant identified that there is a "shocking" waitlist to get into emergency housing [in other communities]
- **Mental health:** Subsidies, free access, and improved services are needed
- **Employment services:** Current services perceived as transphobic and lacking inclusivity
- population and the need for services in multiple languages
- Opportunities for meet-ups and inclusive community gatherings were strongly encouraged
- **List of businesses that are "queer-safe":** Sticker on window or something to signal to residents that they are welcomed, safe
- **Training for service providers:** Participants recommended mandatory training on marginalized groups and sensitivity
- **Disability services:** More resource services, including nurse educators, are needed
- **Healthcare access:** Lack of hospital and specialists within Airdrie
- **Affordability and livability:** Affordability challenges in Airdrie affect all residents but have a greater impact on marginalized groups. Participants raised the need for more affordable living options, including subsidized recreational opportunities (e.g., Genesis Place, rec centre drop-ins)
- **Increased burden on organizations who receive City funding:** More reporting requirements with Community Grant program. One participant noted, "More hoops is hard for volunteers."

Racialized Residents and Newcomers

A focus group with racialized and newcomer residents took place in early September 2025 at the Genesis Place. Unfortunately, the racialized and newcomer focus group did not have the desired participation from the community.²² As the turnout to the engagement session was low, the City invited input from invited focus group participants via email, and the moderator extended this offer to include their email address and phone number as an alternative to direct contact with the City (to add a layer of privacy and confidentiality). However, no further input was received, and as a result, the findings from this engagement are not as extensive as other focus groups.

» **What do you like most about living in Airdrie?**

"What makes it nice, is that it's not too much of an urbanized centre but it's a town that has emerged as a city. Airdrie has most things accessible. It makes relatively attractive."

» **Social concerns and issues**

- Marginalized groups do not feel safe and deal with a lot more discrimination
- Not enough doctors, Urgent Care is only option, other than going into Calgary

» **What is one thing you would like the City to hear from our conversation today?**

- Healthcare access, seeing how we can improve urgent care access and expand, have more diagnostic imaging or other acute care services in Airdrie
- Subsidy Program: Tier based/percentage based – to help with those middle-income families that still need the help for programs
- Looking into expansion of recreation centers, perhaps having another rec center in Airdrie
- "Consider having smaller hubs for libraries, as opposed to one big one only, is the library card free like Calgary?"
- Opportunities to rent things, even donated musical equipment, expanding access to people to things that could possibly be outside their means

²²Only 1 resident participated in this focus group. One possible reason for the low turnout could be due to the timing of the session. Initially it was to be held in late August with the other sessions, but the City received feedback that potential participants needed more time before they could commit to attending, and the session was pushed back around two weeks. This pushed the focus group into early September, and the start of the school year could have created challenges and time conflicts for participants.

Summary of What We Heard

Airdrie is growing and changing rapidly, and we needed to take the time to assess the state of social issues and needs in our community. Our residents had a great deal to say about life in Airdrie, highlighting both its strengths and its challenges. From community strengths to ongoing challenges, residents took the time to share their experiences with us. Below, we highlight some of the key themes from what we heard.

Residents greatly appreciate Airdrie's **unique character**, its "small-town feel with big-city amenities." From our **caring residents** and **family-friendly culture** to the **great selection of local businesses**, residents feel Airdrie's character creates a sense of safety, community, and belonging. They also value the **great access Airdrie offers to recreation, cultural events, and natural spaces**, as well as our **proximity to Calgary and major transportation routes**. All of this works to create an environment that residents can be proud to call home.

However, residents also recognize the challenges faced by our community, understanding that there are a number of issues and needs in the community, as well as barriers that may be faced when trying to access social services.

» The biggest social issues impacting the lives of those who call Airdrie home are large, complex social issues that will take time and collaborative efforts to address.

Affordability is the greatest challenge residents are facing, whether its housing affordability, the costs of food, or affordability in general. **Residents are struggling with rising costs**, and this is having an impact on their quality of life. While not the only factor, affordability challenges play a role in both **mental health and youth well-being**, two of the other top social issues in our community. Finally, many residents reported difficulties faced due to **discrimination and a lack of inclusivity and accessibility in Airdrie**.

The greatest social needs in Airdrie are closely related to the issues having a negative impact on quality of life and social well-being in the community. **Affordable housing** was one of the most reported social needs by residents, which given the reported difficulties with affordability, should not come as a surprise. Residents also noted that there is a **lack of both healthcare and mental health services in Airdrie**, which is a concern for those struggling with mental health and challenges to youth well-being. Compounding this, we heard about how **Airdrie needs more opportunities for youth after they graduate**, or we face a risk of losing youth to other communities where these opportunities are available. Residents expressed that we also need **more employment services and**

opportunities, for both youth and the general population. A frequently occurring theme that arose across our engagement opportunities was the need for **better information and communication about services in Airdrie**, and this is not limited to those provided by the City of Airdrie but extends to services offered by the community as well. Finally, rounding out the list of the greatest social needs in Airdrie was **improvements to public transit**: more frequent buses and a greater variety of routes, both within Airdrie and connecting to Calgary, particularly post-secondary campuses.

Residents also reported a number of barriers to accessing services in Airdrie. **Many services are not available here**, and services in Airdrie often have **long wait lists** for people looking to for support. Related to the issues and needs previously reported, both **financial barriers and transportation are obstacles** to accessing services in our community.

Beyond the concerns of the general population, **equity-deserving groups reported facing additional challenges**, and **feeling unsafe**. Residents living with one or more disabilities, Indigenous residents, racialized residents, newcomers, as well as members of the 2SLGTBQIA+ community all reported **experiencing discrimination and felt that there needs to be an increase in inclusive and culturally appropriate social programming and services**. These negative experiences and the lack of programming to support these communities can impact equity-deserving groups ability to fully participate in community life and have a negative effect on quality of life and social well-being. Additionally, inclusive events celebrating our diversity can raise awareness of the experiences of these communities and can help combat discrimination.

A need for **more information on what services and programming is available**, as well as **improved communication** in this regard was also highlighted by these communities. While this echoes the sentiments of the wider population, this can have additional benefits for members of equity-deserving groups: it can help identify safe spaces and create a sense of belonging.

Overall, residents enjoy life in Airdrie and value the the city's many strengths and amenities. That said, residents face several challenges, including social issues, gaps in essential services and programs, and barriers to accessing existing supports — primarily due to limited availability and capacity. Beyond this, members of equity-deserving groups face additional challenges and cited a need for greater efforts towards inclusivity. Lastly, all residents also made it clear that there needs to be more information about available services, programs, and events, and that this information needs to be better communicated. We heard you, and we will use what you told us to inform our work going forward.

Thank you

Thank you everyone who shared their time and perspectives about social needs in Airdrie. Your input is extremely valuable. Thanks to your participation in our 2025 Social Needs Assessment, we have a better understanding of social issues, service gaps, and barriers to accessing services in Airdrie.

Next Steps

The information we gathered through talking to you will be considered along with existing information and demographic trends to help inform our responses to what we heard. Three of these responses will be shared below.

First, we will share what we heard with local social service organizations and explore potential solutions in collaboration between the City of Airdrie and service providers. Second, this information, along with demographic trends, will be used in our efforts to develop our Community Safety and Well-Being Plan, starting in 2026.²³ Third, we will identify additional priorities and propose potential solutions and actions to Council for consideration. While this list includes responses from the City of Airdrie, both on its own and in collaboration with the community, we hope and encourage community groups to use this report as a catalyst for actions within their domain as well.

While the 2025 Social Needs Assessment ultimately aims to enhance the lives of all Airdrie residents, it recognizes that social issues are often complex and multifaceted. We heard about many issues, more than we can tackle all at once or on our own. Building new programs and services can take time, whether these programs and services are developed by the City or service providers in the community. The input the community provided is valued, appreciated, and will help us shape the future of our community.

²³Following the directive of the Government of Alberta, municipalities are now required to develop a Community Safety Plan. The City of Airdrie, as with a number of other Alberta municipalities, is using this opportunity to develop a Community Safety and Well-Being Plan (CSWB) that emphasizes a holistic and proactive approach to fostering healthier, safer, and more resilient communities.

APPENDIX A – GLOSSARY

Equity-deserving groups

Groups of people that face significant barriers to participation in community life based on attitudes towards and the historical factors that continue to impact them. These communities are often defined by ethnocultural background, gender, sexual orientation, nationality, ability, or age (amongst others). The 2025 Social Needs Assessment held targeted engagement with the following equity-deserving groups:

- **2SLGBTQIA+ residents** – Residents of Airdrie who are 2-Spirited, Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersex, Asexual, or other gender and sexual orientations.
- **Indigenous residents** – Residents of Airdrie who identify their cultural background as First Nations, Métis, or Inuit (Inuit).
- **Newcomers** – Residents of Airdrie who have recently arrived in Canada.
- **Racialized residents** – Residents of Airdrie who identify their cultural background as neither Indigenous nor White.
- **Residents living with one or more disabilities**
 - Residents of Airdrie with impairments or activity limitations that can create or interact with existing barriers (such as how society designs things) to their full participation in community life. These impairments and limitations can be physical, emotional, mental, or cognitive, and can occur at any point in a resident's life and can vary in severity and visibility.

- **Seniors** – Residents of Airdrie over the age of 65. Also referred to as older residents.
- **Youth** – Residents of Airdrie between the ages of 12 and 24.

Paratransit

A specialized transit service that provides curb-to-curb, shared-ride, accessible transportation for residents who are unable to use conventional public transit. In our community, Access Airdrie provides this service.

Social issues

Social issues are widespread problems that impact the entire community.

Social needs

Social needs are the social services necessary to address social issues.

Social well-being

We define social well-being as a state of positive social relationships in a community, built upon social capital, inclusion, acceptance, support, and contribution. When social well-being is high, people feel a sense of belonging, have strong relationships, face no barriers to participation and are free from discrimination. When social well-being improves, so does quality of life.

APPENDIX B – METHODOLOGY

The 2025 Social Needs Assessment employed a variety of data collection methods, both quantitative and qualitative, and focused on both the general population and a number of equity-deserving groups.²⁴ This approach helps us quantify the severity of social issues and the need for social services, which will assist us in developing our priorities. It also helps us gain a deeper understanding of these issues and needs, as well as the impacts they have on the lives of our residents.

Engagement Opportunities

First, there was a survey which helped us assess the most prominent issues and needs in Airdrie, awareness and usage of social services, and what barriers there are to accessing these services in our community. The survey was open from March 3 through March 30, 2025. The survey was made available online at involve.airdrie.ca²⁵ and was available in a number of languages.²⁶ Paper copies (available in English only) were also made available for pickup and drop off at the City Hall, Genesis Place, and the Airdrie Public Library. The survey took approximately 15 minutes to complete and a total of **474** respondents completed the survey.

Of the 474 residents who answered the survey, 75% of respondents were women, 24% were men, and 1% were a gender not listed. Only 3% of survey respondents were youth, while seniors accounted for 15% of respondents. Roughly 6% of respondents identified as members of the 2SLGBTQIA+ community, 3% identified as Indigenous, 8% as racialized, and 17% as living with one or more disabilities.

This was followed by an open house, which was used as a way to check in with residents on how well the survey results reflect social conditions and resident experiences in Airdrie. Additionally, we engaged youth through a series of dotmocracy exercises to try and understand these issues and needs from the perspective of youth.

²⁴These groups were selected based on findings from prior research and current demographic trends in Airdrie.

²⁵Two versions of the survey were available. In the primary version, Likert-type questions (such as degree of concern about social issues, or perceptions of need) were presented in a matrix-style format. However, matrix-style questions can pose challenges for residents who rely on screen readers and those with challenges in fine motor skills. As we did not want to impose barriers on participation in the survey, a separate, more accessible version was also made available, where each item in the matrix was presented as a separate question.

²⁶The Involve Airdrie public engagement portal provides an option for machine-translation to different languages. The available languages are based on those most-spoken in Airdrie according to the 2021 Census of Population. The languages currently available are Punjabi, Tagalog, Spanish, French, Urdu, Russian, Korean, Arabic, Hindi, and Dari. While reasonable efforts have been made to provide an accurate translation, however, no automated translation is perfect nor is it intended to replace human translators, and the official text is the English version.

This was followed by a series of engagements that relied upon qualitative methods to try and reach a deeper understanding of the needs, issues, and barriers to social services in Airdrie. We began by hosting a series of informal, kitchen-table-style coffee chats at locations throughout the community. The majority of these were open to all residents who wanted to provide us with input, however we did host some more specialized sessions: specifically with seniors and with youth.

Finally, the data collection for the 2025 Social Needs Assessment concluded with a series of focus groups with the equity-deserving groups we had identified: residents with disabilities, Indigenous residents, 2SLGBTQIA+ residents, and racialized residents and newcomers.

Additional details about each of the engagement opportunities are found below.

Social Needs Assessment Survey

Introduction

The City of Airdrie is committed to supporting a high quality of life for all residents. To support this effort, we're conducting a social needs assessment to better understand social issues in our community, areas that may need more support, and elements of community life that make Airdrie vibrant and thriving. The information you share will help the City identify needs, set priorities, and define its roles.

This survey will ask you about the community's strengths and challenges, as well as your awareness and usage of social services and programs, and any barriers you may have encountered.

This survey is just one step towards understanding our community's social needs, with more opportunities to share input throughout 2025. Thank you for your participation – your feedback helps shape a stronger Airdrie.

SURVEY INFORMATION

The Social Needs Assessment Survey is designed and administered by the City of Airdrie's Social Planning department. The data collected is confidential, and your responses will not be linked to you, your computer, email address, or other electronic identifiers. Please do not include your name or any other personal information that could be used to personally identify you in your responses. The data collected will be used solely for analytical purposes, and any results released will be compiled and reported as percentages, averages, etc. Some textual responses may be quoted in public reports; however, they will remain confidential and will not be attributed to any individual.

The personal information in this survey is collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act ("the Act") and will be used solely for the purposes of the City of Airdrie's Social Needs Assessment as described above. It will be treated in accordance with the privacy protection provision of Part 2 of the Act.

For further information or to offer feedback, please contact the City of Airdrie Social Planning department at social.planning@airdrie.ca.

INFORMED CONSENT

- Participation in this survey is voluntary
- It will take about 15 minutes to complete
- If you are unsure how to answer a question or you do not want to answer a question, you may choose the 'prefer not to say' option or leave it blank
- You may exit the survey at any time

By consenting to participate, you acknowledge:

- Your participation is voluntary
- You are 15 years old or older
- You are aware that you may choose to terminate your participation at any time, for any reason

01. Informed consent: **Required**

Select one answer only

- I consent, begin the survey
- I do not consent; I do not wish to participate

Social Assets in Airdrie

Consider your day-to-day life and what in the community supports or enhances the quality of life of residents. Think about what fosters a sense of community, supports participation in community life, and builds a sense of belonging.

02. What do you like most about living in Airdrie?

Social Issues in Airdrie

Next, consider your level of concern on a range of social issues that may negatively impact the quality of life of residents in Airdrie. Social issues refer to widespread problems that affect the entire community.

What is your level of concern about each of the following social issues in Airdrie?

03. Barriers to accessibility (e.g., lack of ramps, language barriers, no audible signals at street crossings)

Select one answer only

- Not concerned at all
- Slightly concerned
- Somewhat concerned
- Very concerned
- No opinion / I don't know

04. Safety

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

05. Bullying

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

06. Domestic violence and/or family conflict

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

07. Crime

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

08. Social isolation (a lack of contact with others in the community)

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

09. Mental health

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

10. Addictions

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

11. Housing affordability

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

12. Food affordability

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

13. Other affordability

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

14. Poverty

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

15. Homelessness/houselessness (e.g., at risk of losing housing, couch surfing, living on street/in tent)

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

16. Discrimination

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

17. Challenges to youth well-being

Select one answer only
<input type="radio"/> Not concerned at all
<input type="radio"/> Slightly concerned
<input type="radio"/> Somewhat concerned
<input type="radio"/> Very concerned
<input type="radio"/> No opinion / I don't know

18. Are there any other social issues you are concerned about in Airdrie that we missed?

19. What do you feel are the three most important social issues in Airdrie?
Please select up to three (3).

Select between 1 and 3 answers

Barriers to accessibility (e.g., lack of ramps, language barriers, no audible signals at street crossings)

Safety

Bullying

Domestic violence and/or family conflict

Crime

Social isolation (a lack of contact with others in the community)

Mental health

Addictions

Housing affordability

Food affordability

Other affordability

Poverty

Homelessness/houselessness (e.g., at risk of losing housing, couch surfing, living on street/in tent)

Discrimination

Challenges to youth well-being

Other (Please specify):

Social Needs in Airdrie

Please indicate the level of need for each of the following social supports and services to be present in Airdrie to address community concerns. Social needs refer to areas where services and programs are essential to address community issues and strengthen quality of life.

Please indicate the level of need for each of the following social supports and services in Airdrie.

20. Childcare

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

21. Services and programming for youth (aged 12-24 years old)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

22. Services and programming for older adults (aged 65 years and older)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

23. Services and programming for children and families

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

24. Services and programming for residents living with one or more disabilities

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

25. Services and programming for Indigenous residents

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

26. Services and programming for racialized residents

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

27. Services and supports for newcomers (e.g., immigration and settlement services)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

28. Services and programming for 2SLGBTQIA+ residents

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

29. Information about social services, supports, and programming

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

30. Employment opportunities and services

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

31. Education and training opportunities and services

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

32. Volunteer opportunities

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

33. Mental health supports and services

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

34. Addiction supports and services

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

35. Healthcare supports and services

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

36. Conventional public transit services (e.g., Airdrie Transit)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

37. Specialized transit/paratransit services (e.g., Access Airdrie)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

38. Transportation and mobility (roads, pathways, etc.)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

39. Recreation opportunities and programming

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

40. Arts and cultural programming

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

41. Social gathering places

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

42. Opportunities for youth after graduating high school

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

43. Services and programming to help older residents age in a place of their choosing

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

44. Non-market housing (emergency short term shelters, transitional housing, social housing, permanent supportive housing, and affordable housing)

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

45. Affordable market housing

Select one answer only
<input type="radio"/> Not a need at all
<input type="radio"/> A minor need
<input type="radio"/> A moderate need
<input type="radio"/> A major need
<input type="radio"/> No opinion / I don't know

46. Are there any other social services and programs that are essential to addressing community issues in Airdrie that we missed?

47. What do you feel are the three most important social services and programs to address community issues in Airdrie? Please select up to three (3).

Select between 1 and 3 answers
<input type="checkbox"/> Childcare
<input type="checkbox"/> Services and programming for youth (aged 12-24 years old)
<input type="checkbox"/> Services and programming for older adults (aged 65 years and older)
<input type="checkbox"/> Services and programming for children and families
<input type="checkbox"/> Services and programming for residents living with one or more disabilities
<input type="checkbox"/> Services and programming for Indigenous residents
<input type="checkbox"/> Services and programming for racialized residents
<input type="checkbox"/> Services and supports for newcomers (e.g., immigration/settlement services)
<input type="checkbox"/> Services and programming for 2SLGBTQIA+ residents
<input type="checkbox"/> Information about social services, supports, and programming
<input type="checkbox"/> Employment opportunities and services
<input type="checkbox"/> Education and training opportunities and services
<input type="checkbox"/> Volunteer opportunities
<input type="checkbox"/> Mental health supports and services
<input type="checkbox"/> Addiction supports and services
<input type="checkbox"/> Healthcare supports and services
<input type="checkbox"/> Conventional public transit services (e.g., Airdrie Transit)
<input type="checkbox"/> Specialized transit/paratransit services (e.g., Access Airdrie)
<input type="checkbox"/> Transportation and mobility (roads, pathways, etc.)
<input type="checkbox"/> Recreation opportunities and programming
<input type="checkbox"/> Arts and cultural programming
<input type="checkbox"/> Social gathering places
<input type="checkbox"/> Opportunities for youth after graduating high school
<input type="checkbox"/> Services/programming to help older residents age in a place of their choosing
<input type="checkbox"/> Non-market housing (emergency short term shelters, transitional housing, social housing, permanent supportive housing, and affordable housing)
<input type="checkbox"/> Affordable market housing
<input type="checkbox"/> Other (Please specify):

Social Services in Airdrie

We would now like to understand your experience with various social programs and services in Airdrie. In each of the areas below, please indicate your level of awareness and usage:

48. Accessibility

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

49. Safety

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

50. Bullying

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

51. Domestic violence and/or family conflict

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

52. Crime

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

53. Social isolation (a lack of contact with others in the community)

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

54. Housing affordability

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

55. Food affordability

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

56. Other affordability

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

57. Poverty

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

58. Homelessness/houselessness (e.g., at risk of losing housing, couch surfing, living on street/in tent)

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

59. Discrimination

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

60. Childcare

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

61. Services and programming for youth (aged 12-24 years old)

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

62. Services and programming for older adults (aged 65 years and older)

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

63. Services and programming for children and families

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

64. Services and programming for residents living with one or more disabilities

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

65. Services and programming for Indigenous residents

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

66. Services and programming for racialized residents

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

67. Services and supports for newcomers (e.g., immigration and settlement services)

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

68. Services and programming for 2SLGBTQIA+ residents

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

69. Information about social services, supports, and programming

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

70. Employment opportunities and services

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

71. Education and training opportunities and services

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

72. Volunteer opportunities

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

73. Mental health supports and services

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

74. Addiction supports and services

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

75. Healthcare supports and services

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

76. Conventional public transit services (e.g., Airdrie Transit)

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

77. Specialized transit/paratransit services (e.g., Access Airdrie)

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

78. Transportation and mobility (roads, pathways, etc.)

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

79. Recreation opportunities and programming

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

80. Arts and cultural programming

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

81. Social gathering places

Select one answer only
<input type="radio"/> Not aware of services or programming in this area
<input type="radio"/> Aware of, but have not used services or programming in this area
<input type="radio"/> Have used services or programming in this area

82. Opportunities for youth after graduating high school

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

83. Services and programming to help older residents age in a place of their choosing

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

84. Non-market housing (emergency short term shelters, transitional housing, social housing, permanent supportive housing, and affordable housing)

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

85. Affordable market housing

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

86. Other

Select one answer only

- Not aware of services or programming in this area
- Aware of, but have not used services or programming in this area
- Have used services or programming in this area

Social Services in Airdrie

87. Have you or someone in your household ever experienced any barriers when trying to access social programs and/or services in Airdrie?

Select one answer only

- Yes
- No
- Not applicable or I haven't tried to access social programs or services in Airdrie
- I don't know or I prefer not to say

88. What barriers did you experience? Please select all that apply:

Select all that apply

- The programs/services I need are not available in Airdrie
- I had to leave Airdrie to access the social programs and/or services I need
- Wait times or waiting lists or the program and/or service was full
- Barriers related to getting to the program and/or service
- Financial barriers
- The programs and/or services are not culturally appropriate
- The programs and/or services in Airdrie are low quality
- Prefer not to say
- Another barrier (Please specify):

89. What social programs and/or services were you trying to access in Airdrie when you experienced these barriers? Please select all that apply. (Continued on next page).

Select all that apply
<input type="checkbox"/> Accessibility
<input type="checkbox"/> Safety
<input type="checkbox"/> Bullying
<input type="checkbox"/> Domestic violence and/or family conflict
<input type="checkbox"/> Crime
<input type="checkbox"/> Social isolation (a lack of contact with others in the community)
<input type="checkbox"/> Housing affordability
<input type="checkbox"/> Food affordability
<input type="checkbox"/> Other affordability
<input type="checkbox"/> Poverty
<input type="checkbox"/> Homelessness/houselessness (e.g., at risk of losing housing, couch surfing, living on street/in tent)
<input type="checkbox"/> Discrimination
<input type="checkbox"/> Childcare
<input type="checkbox"/> Services and programming for youth (aged 12-24 years old)
<input type="checkbox"/> Services and programming for older adults (aged 65 years and older)
<input type="checkbox"/> Services and programming for children and families
<input type="checkbox"/> Services and programming for residents living with one or more disabilities
<input type="checkbox"/> Services and programming for Indigenous residents
<input type="checkbox"/> Services and programming for racialized residents
<input type="checkbox"/> Services and supports for newcomers (e.g., immigration and settlement services)
<input type="checkbox"/> Services and programming for 2SLGBTQIA+ residents
<input type="checkbox"/> Information about social services, supports, and programming
<input type="checkbox"/> Employment opportunities and services
<input type="checkbox"/> Education and training opportunities and services
<input type="checkbox"/> Volunteer opportunities
<input type="checkbox"/> Mental health supports and services

- Addiction supports and services
- Healthcare supports and services
- Conventional public transit services (e.g., Airdrie Transit)
- Specialized transit/paratransit services (e.g., Access Airdrie)
- Transportation and mobility (residents' ability to get to where they need to be)
- Recreation opportunities and programming
- Arts and cultural programming
- Social gathering places
- Opportunities for youth after graduating high school
- Services and programming to help older residents age in a place of their choosing
- Non-market housing (emergency short term shelters, transitional housing, social housing, permanent supportive housing, and affordable housing)
- Affordable market housing
- Prefer not to say
- Other (Please specify):

Demographics

90. What is your gender?

Select one answer only

- Man/Boy
- Woman/Girl
- A gender not listed
- Prefer not to say

91. You may be a member of one or more of the groups below. Please select any that may apply:

Select all that apply
<input type="checkbox"/> Youth (aged 12-24 years old)
<input type="checkbox"/> Older adults (aged 65 years and older)
<input type="checkbox"/> 2SLGBTQIA+ residents (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, and additional sexual orientations, romantic orientations, and gender expressions)
<input type="checkbox"/> Indigenous residents (First Nations, Métis, Inuk/Inuit)
<input type="checkbox"/> Racialized residents (member of a visible minority group)
<input type="checkbox"/> Residents living with one or more disabilities (sight/hearing, mobility, a cognitive difficulty or mental health challenge, any other long-term health condition)
<input type="checkbox"/> None of these
<input type="checkbox"/> Prefer not to say

Thank you for your time

92. Thank you for your input. Is there anything else you would like to tell us?

Thank you for filling out the survey. Your responses will help shape the future of social services in Airdrie.

If you would like to be entered into the prize draw, please fill out the included form. Your contact information will be entered in a separate form and cannot be linked to your responses to this survey.

Please detach the following pages from the survey and submit the contest entry form at the same time as your survey. Social Planning will enter the prize draw information into a separate online form from the survey data.

The information in your contest entry form will remain confidential, will not be linked to your survey responses, and will be used solely for the purposes of identifying the contest winner.

You do not need to submit the official contest rules. Please hold on to them for your own reference.

Social Needs Assessment Survey 2025 Contest

Prize Draw

Thank you for filling out the Social Needs Assessment Survey. Here you can enter your contact information to be entered into the prize draw for a chance to win a \$100 gift certificate to The Squiggly Pig. The information you enter here cannot be linked to your responses to the Social Needs Assessment, will remain confidential, and will be used solely for the purposes of identifying the "Winner."

Contest details can be found at the end of this package or at involve.airdrie.ca/SocialNeedsAssessment/incentive-survey.

By filling out the form below you consent to have your name entered into the prize draw. Please note that there is a limit of one entry per household into the draw and duplicate entries will be disqualified.

01. Please enter your full name (first last): Required

02. Please enter your residential address: Required

03. Please enter your telephone number: Required

04. Please enter your email address: Required

Thank you again for sharing your voice and helping shape the future of social services in Airdrie.

SOCIAL NEEDS ASSESSMENT SURVEY 2025 Contest Rules And Regulations

The “SOCIAL NEEDS ASSESSMENT SURVEY 2025” Contest (the “Contest”) is administered by the CITY OF AIRDRIE (the “Administrator”) in connection with the SOCIAL PLANNING DEPARTMENT (collectively, the “Contest Group”).

1. AGREEMENT

These Contest Rules and Regulations (the “Contest Rules”) are governed by the Administrator. NO PURCHASE IS NECESSARY TO ENTER the Contest. The act of entering the Contest constitutes acceptance of these Contest Rules.

2. CONTEST PERIOD

The Contest will take place in Airdrie, Alberta, and will begin at 12:00 p.m. MT on Monday March 3, 2025, and end at 11:59 p.m. on Friday March 28, 2025 (the “Contest Period”).

3. ELIGIBILITY

The Contest is open to all residents of Canada (except for residents of Quebec) aged 15 and above. Employees of the Contest Group, and immediate family members and anyone living with any employees of the Contest Group, are not eligible to enter the Contest. “**Immediate family members**” means common law or legal spouses, parents, children, siblings and their respective spouses, regardless of whether they reside in the same household.

4. ENTRY

There is one way for an individual (an “Entrant”) to enter the Contest:

(a) Contact the City Form (Entry Form) / No Purchase Option: The Contest Group offers an equal integrity no purchase option for entry into the Contest. Entrants may enter the Contest by completing the 2025 Social Needs Assessment Survey and filling out the form located on <https://involve.airdrie.ca/SocialNeedsAssessment/incentive-survey>. The Entry Form must contain the Entrant’s full name, residential address, phone number, and email. Notwithstanding the foregoing, Entrants are limited to a maximum of one (1) entry per household into the draw. Duplicate entries will be disqualified from the prize draw.

For the purposes of these Contest Rules, the Entrant is the person whose name appears on the applicable entry form.

5. PRIZES

(a) Grand Prize Draw: At 1:30 p.m. MT on April 4, 2025, one Entrant will be selected at random and declared the grand prize winner (the “**Grand Prize Winner**”). The Grand Prize Winner will be awarded a grand prize consisting of one gift certificate from The Squiggly Pig with a retail value of a maximum of \$100. There is one (1) grand prize available. The grand prize is awarded as-is, subject to the terms and conditions of these Rules. The Grand Prize Winner will be notified within ten (10) business days of the draw date by telephone or e-mail. The Grand Prize Winner must claim his/her prize within 30 days following such notification, or the Grand Prize Winner will forfeit his/her prize and a new Entrant will be selected at random and declared the Grand Prize Winner.

6. ACCEPTANCE AND COLLECTION OF PRIZES

(a) Before being awarded a prize, the potential Grand Prize Winner (the “**Winner**”) must, in addition to meeting the Contest eligibility criteria set out in these Contest Rules and otherwise complying with Contest Rules: (a) correctly answer a mathematical skill testing question; and (b) sign and return a confirmation of eligibility and compliance with the Contest Rules, a publicity/liability release, and any other documents reasonably required by the Administrator in connection therewith (collectively the “**Contest Documents**”). All Contest Documents must be signed, without amendment, and returned to the City of Airdrie within the applicable 30-day period in which the Winner must claim their prize. Failure to comply with the deadlines for signing and returned the Contest Documents may result in forfeiture of a prize. Acceptance of a prize constitutes permission for the Contest Group to use that Winner’s name and/or likeness, biographical information, and/or entry for advertising and promotional purposes without additional compensation, unless prohibited by law.

(b) All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out herein. The Administrator shall not be required under any circumstances to award more prizes than the number of available prizes as set out in these Contest Rules.

(c) The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.

7. ODDS

The odds of winning any prize depend on the number of entries received during the Contest Period.

8. ADMINISTRATION OF CONTEST

(a) Changes to the Contest: The Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

(b) Abuse of Rules: The validity of any Contest entry is subject to verification of Entrant identities by the Administrator. Any illegible, incomplete or fraudulent entries will be disqualified. Any Entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other Entrants or potential Entrants will be disqualified. Furthermore, any Entrant deemed to have entered profane, discriminatory, vulgar, illicit, or otherwise offensive material in any entry will be banned from the Contest and will not be eligible to win any prize. Any Winner who violates any part of the Contest Rules may have his/her prize withheld at the Administrator's sole discretion. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of Entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.

(c) Problems and Disputes: In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared Winners, or the number of prizes claimed, is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of Winners, selected in accordance with these Contest Rules from among those eligible entries validly submitted prior to the termination of the Contest.

(d) Release and Exclusion of Liability by the Entrants: By entering or attempting to enter the Contest, each Entrant and/or purported Entrant agrees:

(i) to release, discharge, indemnify and hold harmless the Contest Group and each of their respective members, directors, officers, employees, agents and representatives from and against any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the Entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules, and acceptance and use of any prize;

(ii) that the Contest Group and their shareholders will not be liable or responsible for any lost, incomplete, late, unintelligible/illegible, falsified, damages or misdirected entries or for any failure of the Contest website during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest; and

(iii) that any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9. USE OF PERSONAL INFORMATION

(a) By participating in the Contest, each Entrant: (i) grants the Administrator the right to use his/her name and other personal information collected in connection with the Contest for the purpose of administering the Contest, including but not limited to contacting and announcing Winners; and (ii) acknowledges that the Administrator may disclose such personal information to third party agents and service providers of the Administrator in connection with any of the activities listed above.

(b) By participating in the Contest, each Winner authorizes the Contest Group and their advertising and promotional agencies and their respective employees or other agents or representatives to broadcast, publish and otherwise use the name and town/city of residence of the Winner, and any photographs, images, voice recordings and statements of the Winner captured in connection with the Contest, for publicity purposes, without any form of remuneration.

(c) The Contest Group comprises certain entities that are considered public bodies and subject to the provisions of the *Freedom of Information and Protection of Privacy Act* (Alberta). By participating in the Contest, each Entrant acknowledges and agrees that personal information disclosed by him/her in connection with the Contest is subject thereto, and further subject to the applicable privacy policies of the Contest Group. Subject to the foregoing, the Contest Group will not communicate with any Entrant on any matter that is unrelated to the Contest, commercial or otherwise, unless the Entrant has otherwise consented thereto.

10. APPLICABLE LAWS

These are the official rules of the Contest. The Contest and these Contest Rules, including any issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations as between an Entrant and the Administrator (or the Contest Group) in connection with the Contest,

shall be governed by the laws of the Province of Alberta and the laws of Canada applicable therein, and each Entrant agrees to attorn to the exclusive jurisdiction of the Courts of the Province of Alberta in respect of any dispute or question of construction, validity, interpretation or enforceability arising herefrom. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Contest Group.

11. MISCELLANEOUS

In the event of any discrepancy or inconsistency between the terms and conditions of these Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to any Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of these Contest Rules shall prevail, govern and control.

Social Needs Assessment Survey Findings in Detail

Social Strengths in Airdrie

In the opening part of our Social Needs Assessment Survey, respondents were asked "What do you like most about living in Airdrie?" Responses are detail below, organized by theme:

- **Airdrie's unique identity: "Small-town feel with big city amenities"** – Respondents liked that many services are close-by, and that it is basically "a 10-min city", with very little more than a 10-min drive away (with the exception of a hospital and specialized health services). Respondents also liked the broad selection of retail shops and services, local independent businesses and restaurants, and appreciated the friendliness of residents, Airdrie's family-oriented culture, and overall sense of community.
 - **Quote:** *"It's a city that feels like a town. Everyone is really friendly."*
 - **Quote:** *"A true deep feeling of community."*
 - **Quote:** *"The way the community comes together when someone is in need."*
 - **Quote:** *"The thing I love about living in Airdrie is the commitment of the whole city, from the government down, to making Airdrie at great place to live. From the beauty of the city and its abundant natural spaces, to the thriving businesses, to the emphasis on family and kids. Airdrie cares and it shows in how our community has grown and continues to develop."*
 - **Quote:** *"Sometimes, because we are a commuter city, people's lives and money are spent in Calgary. Coming back to Airdrie feels like a home, like going back to your room and taking a nap."*
 - **Quote:** *"Still feels like a small town, you run into someone you know everywhere you go. I especially like that it is not a big city."*
 - **Quote:** *"Great amenities, shops and services, short distances in general, good traffic flow. Great people – supportive and caring, from neighbours to municipal leaders."*
- **Great natural, recreational, and social amenities** – Respondents highlighted the walking and biking paths, green spaces, waterways, playgrounds, and prairie views as positive aspects of Airdrie. Residents also enjoyed the offerings at the recreation centre, library, theatre, local organizations, and community events.
 - **Quote:** *"I enjoy the pathways and outdoor spaces for my family and dog."*
 - **Quote:** *"Green walkable spaces, affordable recreational opportunities and spaces that offer variety and connection, cultural and social events that are open/free. Strong, well-resourced and attractive library facilities."*

- **Quote:** *"I appreciate Genesis Place and look forward to having another recreation centre on the west side of Airdrie. I have found friendship and supported when I have needed it through Community Links and Airdrie's Thumbs Up Foundation. I enjoy performances at the Bert Church Theatre..."*
- **Quote:** *"Pathways are nice. Extras like the pump tracks and dog parks are coming along!"*
- **Quote:** *"I enjoyed the Genesis Pool. I participated in personal interest programs when I could drive. I have enjoyed the Seniors' Chat at the library."*
- **Great proximity and access** – Respondents valued Airdrie's specific location as it provided great access to family members and friends who lived in and around Airdrie, as well as easy access to work, Highway 2, Calgary, Calgary International Airport, Banff, etc.
 - **Quote:** *"My family lives here and I am able to see them often."*
 - **Quote:** *"Close to grandkids."*
 - **Quote:** *"Quiet but close to the mountains and businesses of Calgary."*
 - **Quote:** *"Proximity to Calgary, yet being outside of it."*
 - **Quote:** *"Close to my favourite areas in the countryside."*
- **Safe, clean, quiet** – Respondents expressed that they felt safe when out walking, they enjoyed the clean spacious surroundings, and that there's less traffic and noise than a big city, and it is a great place to raise a family.
 - **Quote:** *"I like the quietness and serenity of the city."*
 - **Quote:** *"I feel safe to walk in the evening."*
 - **Quote:** *"Children can still play around without serious security concerns."*
 - **Quote:** *"Not as busy as Calgary."*
 - **Quote:** *"It's a well taken care of small city that is more relaxing to live in than Calgary, and a great place to raise a family."*
 - **Quote:** *"Lack of major crime and homelessness you see in Calgary."*
 - **Quote:** *"The environment that's not so crowded. Quiet and clean surroundings."*

- **The many festivals, community celebrations, and sporting events** – Respondents shared that all of these events help foster a sense of community, reinforce Airdrie's unique community identity, and, importantly, contribute to a sense of belonging.
 - **Quote:** *"I like the various events put on with cooperation of the city, like Indigenous recognitions, and I recently attended the Ramadan evening."*
 - **Quote:** *"Now that I have children, I love the free festivals and events hosted throughout the year. The fact Airdrie is diversifying and starting to include other cultural events is great!"*
 - **Quote:** *"Social activities at the park are bringing people together, like the parade, rodeo, AirdrieFest, Pets in the Park..."*
 - **Quote:** *"Promoting local sports teams and local arts, like Bert Church Theatre. Community gatherings such as the Christmas lights, farmers' market, fireworks, and local craft markets."*
- **Airdrie's challenges** – In contrast, alongside the positives of Airdrie, some respondents also remarked that they were concerned that **Airdrie's rapid growth is starting to erode some of its best qualities**, such as quieter roads, the friendliness of community, and access to city amenities.
 - **Quote:** *"Still has a small-town feel although I feel we are losing it."*
 - **Quote:** *"I have lived here since 1998 and seen a lot of growth in the city, make many friends and raised a family. I guess what I like most is it feels like home, however, we are losing the small town/city feel with making everything bigger, faster, more people and yet not everything is accessible to all."*
 - **Quote:** *"Things have changed since we moved from Calgary. We moved 3 years ago in the hopes of a small-town and close-knit community, but Airdrie has expanded a lot and has gotten so over-crowded with very little expansion in resources."*
 - **Quote:** *"Not too sure at this point. I used to really enjoy the small-town vibe, people saying hi to whomever crossed their path, small talk with neighbours, but most of this has vanished in the last few years, so now I'm seriously thinking of selling my house and moving elsewhere."*

Social Issues in Airdrie

Following the question "What is your level of concern about each of the following social issues in Airdrie?" respondents were asked, "Are there any other social issues you are concerned about in Airdrie that we missed?" Respondents listed a wide range of social issues that they felt were not captured in the response selections or needed to be expanded upon. Respondents provided the following "Other" social issues, which are organized by theme, below:

Affordability

- Affordable and accessible recreation
- Affordable and accessible housing
- Affordability – utilities
- Poverty and food insecurity
- Cost of Living

Ageing population & needs

- Affordable housing for seniors
- Home care
- Transportation for seniors
- Isolation and social needs (e.g., need for senior activities).
- A sense of safety and belonging within the community for seniors.
- **Quote:** "Being a senior, I am always concerned about the treatment to and acceptance of seniors."

Bullying & fighting in schools

Discrimination

- Discrimination based on race and sexual orientation (homophobia, transphobia).
- Diversity, Equity and Inclusion

Education, training & employment

- Barriers to education/training
- Securing a job and financial security

Health care infrastructure & services

- Hospital, healthcare services
- **Quote:** "Need a hospital, family doctors, pediatricians, and hospital care."
- **Quote:** "We continue to be one of the largest communities in Canada without a hospital."
- **Quote:** "Huge lack of walk-in or drop-in clinics in Airdrie for small things like strep throat or eye infections. None of the clinics take you unless you are a patient. It's no wonder urgent care is so busy."
- Many Calgary residents are coming to Airdrie's Urgent Care Centre due to shorter wait times.
- **Quote:** "Lack of access to adequate healthcare has social consequences."
- Mental health programming and supports – we need to increase capacity.
- **Quote:** "There are people smoking (marijuana) in parks and it is not good role modeling for children."

Homelessness

- Youth and adult homelessness are two very different concerns and should be broken out and looked at and served differently.
- Airdrie needs Social Housing.

Infrastructure & services to support our growing city

- Population growth outpacing infrastructure and services
- Recreation Centre – limited available of spaces for programming
- Rising taxes

Lack of affordable or free social spaces to gather

Lack of daycare spaces & childcare supports

- Specifically, a lack of childcare spaces for children under 2 and school-aged children requiring transportation from daycare.

Safety

- Few children wear bike helmets, audible signals at lights would help, wider pathways or greater pathway safety is needed with pedestrians, joggers, dog walkers, school children, and bikes and e-Scooters everywhere. Proper lighting on the pathways. Lights around playgrounds – for children who have early pick-ups or play into the evening. Need more benches for people on walking paths and downtown, especially for seniors.

School issues

- Not enough schools or spaces for kids. Crowding affects ability to learn, mental well-being and community success drastically.

Social supports

- Domestic violence and family conflict.
 - **Quote:** *"There aren't sufficient supports for families locally. We need a women's shelter in town and other facilities. Domestic violence continues to increase and we need more collaboration to make a dent."*
- Support groups for grief, AA (Alcoholics Anonymous) and Al-Anon (Hope and Help for Family and Friends of Alcoholics).
- Vulnerable residents supports needed.

Supports for residents with disabilities

- Special Education assistance in schools – not enough funding and not enough resources to support children with Special Needs.
- Special Needs Supports for adults and children in the community.
- Access to affordable childcare, specifically for families with children who have exceptionalities like ADHD, autism, etc. Very few options and some childcare centres are unwilling to work with these families.
- Specialized schools for children with high needs (like a Renfrew or a Providence). Families must transport their children to Calgary for this and there are tons of families/children that would benefit from this service in Airdrie.
- Special Needs Residential Group homes (for adults) – though Airdrie is fortunate to have URSA and Vecova offering day programs.

- Transit and transportation with people with disabilities/mobility challenges: For Hello-to-Go, you often have to book a week in advance; no taxi services in Airdrie that offer wheelchair accessibility, resulting in over \$100 taxi ride as they have to come from Calgary.
- Accessibility into stores – very few stores have push buttons to get into the store.

Transportation/transit

- Transportation and lack of transit – Airdrie buses don't run on weekends/holidays or work shorter hours. Commuting for residents without vehicles is a challenge.

Youth well-being

- Need more social areas to gather that are safe and enjoyable.
- More free youth programs.
- Lack of access to activities for youth aged 10 to 18 years old to do. For example: creative/passive youth activities within Genesis Place. Many teens are wandering the halls not necessarily interested in participating with active sports programming. Youth space overseen by a youth worker/youth counsellor, engaging youth in arts activities, board games, pool table, meal/food or snack prep activities.
- Lack of resources for young adults, especially those who can't find work, access mental health, or lack bus service to Calgary.

The survey question "*What do you feel are the three most important social issues in Airdrie?*" also included an open-end response option or "Other" category in the case where respondents felt that there were "Other" top social issues not specifically listed in the given response categories. Respondents listed the following "Other" top three social issues which are organized by theme below:

Affordability

- Affordable property taxes
- Affordability in general of all things

Health & social supports

- Seniors' housing and well-being, support for seniors with disabilities
- Support for children with disabilities
- Social Work support for young families with Airdrie Public Health

- Publicly-funded supports for health and well-being
- Access to services such as those Community Links provides

Infrastructure & services to support our growing city

- Hospital, roads, and infrastructure to support Airdrie's rapid growth

Safety

- Policing and enforcement
- Pedestrian safety

Social Needs in Airdrie

Following the question "*Please indicate the level of need for each of the following social supports and services in Airdrie*" respondents were asked, "Are there any other social services and programs that are essential to addressing community issues in Airdrie that we missed?" Below presents their thematized responses:

Affordability

- Lower rents across the board – rental prices are out of control
- More recreational programs for all ages and all incomes
- Support for single parent homes and low-income families

Expanded social programming

- Women's shelter and services for those fleeing domestic violence
- Social activities/groups in the evenings for adults with intellectual disabilities
- Daycares
- Social programs for families with children under 12 are lacking. Most things are not affordable or have a waitlist if you can't get registered
- Respite services, services for children with disabilities
- More services for seniors; accessible info for seniors; more social workers for people 65+, not all centrally located.
- More programming for residents in the 45 to 60 years old age range
- Programs and service geared towards new parents, new young families, and immigrants to form relationships and prevent loneliness and isolation

- Quality youth driven programs overseen by professionals; services and programs for teens
- More welcoming, inclusive community spaces
- More programming that supports men
- New programs and services need to be developed in a more timely fashion

Education, training, & employment opportunities

- Better quality public schools (need more schools, need more teachers, more classrooms, more specialists to work with kids)
- Community learning facility
- Literacy and numeracy programs for kids
- More opportunities for Youth after graduating High School
- More employment opportunities

Health and social infrastructure & capacity

- Hospital/medical services
- Mental health counselling
- Increased funding for social services so they can reach adequate capacity levels
- More Food Bank capacity

Other amenities & services

- Art Gallery, bigger theatre
- More green space
- Somewhere to swim outside in the summer
- Reliable transportation service (like Drive Happiness); reliable transit for an ageing population
- Animal shelter

Safety

- Rules and infrastructure for the increasing number of e-bikes and bike commuters

The subsequent survey question asked respondents "What do you feel are the three most important social services and programs to address community issues in Airdrie?" and, in addition to the response selection, respondents were invited to add any other ones in an "open" response. The following responses were provided by respondents:

- Property taxes should be lower
- Increased policing
- Make it easier for people to build homes, start businesses, and employ others in the community
- Hospital and proper medical care
- Emergency shelter for people fleeing domestic violence

Barriers to Social Services in Airdrie

Respondents were asked "Have you or someone in your household ever experienced any barriers when trying to access social programs and/or services in Airdrie? What barriers did you experience?" and in addition to the response options presented, they were invited to add any "Other" barriers that were not included in the response options. Below presents these "Other" barriers and greater insight into these barriers:

Accessibility: Getting into & getting to programming

- Social Services Hours
- Timing and location issues
- Transit times
- Registration for programs is through too many different platforms
- Long wait times (e.g., Urgent Care is a 5+ wait time)

Eligibility/systems gaps

- Age (not 65 years old yet)
- Do not meet eligibility requirements of that specific funder (e.g., Persons with Development Disabilities), and no other services exists for those not eligible for that specific funding, but still desperately need services.

Financial barriers/cost

- Additional information being locked behind a paywall
- Airdrie relies on privatization for recreation and access to therapy

Housing gaps

- Inadequate affordable housing size

Programming gaps

- Programs which were offered 10 years ago are now non-existent.

Following this, respondents were asked *"What social programs and/or services were you trying to access in Airdrie when you experienced these barriers?"* and this question also included an "Other" open-end option. Respondents shared the following:

- Senior medical supports
- Supports for someone on the autism spectrum

Closing thoughts by survey respondents

The Survey closed with the final open-ended survey question asking, *"Is there anything you would like to tell us?"* Respondents shared the following closing thoughts with the City, which are organized by theme.

Affordability

- **Quote:** *"Affordable Housing for all should be priority number one."*
- Need food and housing affordability. Just about everybody is facing challenges.
- **Quote:** *"MORE FREE ACTIVITIES for all ages and ability."*
- **Quote:** *"There needs to be affordable recreation programs for families, children and seniors."*
- Affordability when accessing City programs is important.
- **Quote:** *"Please increase low-income housing. Too many are desperate."*
- **Quote:** *"I've been in Airdrie a long time and I have never seen people here struggle for the basics like they do now. Food and housing is our biggest crisis and affects every age, gender, race, whatever. Just humans in general are suffering for basic needs to be met. People with jobs and money are struggling and so are the poor. It's not just poverty that's the issue."*

Community connection

- Need to support community and connection: Need to spread info about services, need more avenues for individuals to connect and become engaged with community.
- Need mom's groups, more socialization for moms, more library groups.
- Need more meeting spaces and more community spaces.

Employment

- Need to improve access to jobs – getting a job is difficult.

Health care infrastructure & services

- Need a full-service hospital as we have an overwhelmed Urgent Care Centre.
- **Quote:** "Hospital!"
- City's growth is outpacing proper health care
- Need more doctors
- Need more mental health access/service
- **Quote:** "Our healthcare is in crisis and it seems like no one cares or is doing enough to advocate for us to get more funding or medical professionals in place."
- **Quote:** "Please figure out transportation for kidney disease patients for their hemodialysis and for cancer patients and regular treatment. This is a very serious issue in Airdrie."

Infrastructure & social supports are not keeping pace with City's growth

- Seems like support is falling behind demand for social services.
- **Quote:** "Airdrie is becoming too large too quickly, housing, roadways, and services cannot keep up. Crime is increasing in most communities and affordability is becoming similar if not as bad as Calgary... Work on infrastructure for the booming population. Work on multi-unit housing particularly for the aging or single population."
- **Quote:** "The city is growing way too fast. We clearly do not have the infrastructure in place to support all of the families moving to Airdrie. There are not clearly enough schools, doctors, hospitals/urgent cares or extracurriculars..."
- **Quote:** "Airdrie's infrastructure, community supports, programs, schools, and facilities need to catch up and match the city's growth. Enough new builds...let's focus on quality of life for Airdrie residents first. Then grow if you like."

Recreation

- Need larger sport facilities to support hockey and swimming.
- **Quote:** "Our city has to send its athletes to other communities when they excel in their sport."
- Would be nice to had access to more sports, like climbing or bouldering.

Safety

- Better policing levels.
- **Quote:** "Having more brave men and women protecting our communities will prevent the steady decline in some neighbourhoods."
- Need to improve crosswalk safety.

Schools

- City's growth is outpacing proper school capacity.
 - **Quote:** "More schools are needed."
- **Quote:** "There is a lot of bullying in schools and a lot of racism and homophobia/transphobia in general. There needs to be a clear statement that this will not be tolerated and will in fact be punished."
- **Quote:** "We have an anti-bullying bylaw that's never enforced. But yet we see it everyday in our schools."
- **Quote:** "Please help young adults there are too many incidents of bullying and petty crime."

Social supports

- Need domestic violence supports.
 - **Quote:** "I know of women who needed help escaping violence and had no where to go or call for help..."
- **Quote:** "Airdrie needs to make sure that the supports are established now before Airdrie is too big."
- **Quote:** "I am aware of many services in Airdrie because I have lived and worked here for 40 years. However, with the influx of so many new people our social services need to be much more visible and accessible!"

- **Quote:** "Need walk-in emergency mental health services in Airdrie, more availability for financial support and more appointments for ongoing support. Need more LGBTQ support."
- **Quote:** "I would love for our social programs to keep pace with our growth but I feel a lack of space a barrier for the number of programs that have the potential to be accessed."

Supports for residents with disabilities

- Need more information of supports for persons with disabilities in Airdrie.
- **Quote:** "There are accessibility issues everywhere, including Genesis Place. The City needs to create an accessibility committee within City Hall with people who either live with a disability or have a family member with a disability."
- Lack of services and supports for children with disabilities.
- **Quote:** "I have a child with special needs (Autism, Global Developmental Delay, high support needs). We've found that there is a lack of services and support available for him here. Although Cochrane and Calgary aren't too far of a drive, it's often difficult taking him places when it takes more than 20 minutes to get there. Occupational therapy, physical therapy isn't great for his age here and is difficult to find."
- **Quote:** "There is little assistance for my daughter, who is an adult but in a wheelchair, no cabs in Airdrie that are wheelchair accessible, only two accessible cabs from Calgary a month for appointments (she has at least one appointment a week), and booking the accessible bus has to be done weeks ahead... Rents are so high, nothing accessible for housing (one affordable housing unit for wheelchairs)."
- **Quote:** "Would like to see efforts made to accommodate accessible housing within new developments. I think a percentage of accessible units built within a condo, townhouse, etc., should be mandatory. My sister is permanently handicapped and confined to a wheelchair, and there is no option I'm aware of to have her live in Airdrie, close to her family. She is isolated living in Calgary, away from us. It took me one year to find her apartment she currently lives in, and there are no options to rent accessible housing in Airdrie, that is not a senior living facility. She is not a senior citizen, so her options are very limited. There must be a population of these types of people that need to be closer to their families."

Transit

- Transit is lacking for people to get places.
- **Quote:** "There needs to be more busses, I find it very hard to get a bus when needed. It is almost impossible to get a bus on the weekend, or when the kids are getting out of school."

Youth

- **Quote:** "Teens in distress have no supports."
- Find ways to positively engage youth.
- Need things for teens to do, including jobs.
- Need affordable things for children and teens to do. Teens get bored, get into trouble. Lack of children's summer programs and swim lessons are always full.
- With Airdrie continuing to grow with young families, ensuring that we are setting youth and young adults up for success with Airdrie is important.
- **Quote:** "We need to offer more opportunities for the youth to want to stick around in Airdrie. Employment after high school, higher paying jobs not just retail. I have 5 kids and they all want to move away due to a lack of opportunities. Gone are the days of your teen being able to go to any fast-food joint and find a first job. It's sad."

Open House

For our open house, we had three posterboards of key preliminary survey results printed. These were arranged at stations around the room. Next to each posterboard, we had a small table for attendees to provide feedback on the results (e.g., anything that might have been missed in the survey, where things were not seen as in the correct order, etc.) on sticky notes, and place them on blank sheets of plotter paper hung on the wall at each station. We also had two areas for any other thoughts or concerns attendees had: another sheet of plotter paper and sticky notes, and a locked box for comment cards for anything more sensitive. Finally, we had a few additional posterboards available: the anticipated timelines of the 2025 Social Needs Assessment, a brief demographic profile of Airdrie, and some key highlights from the 2023 Social Well-Being Survey results.

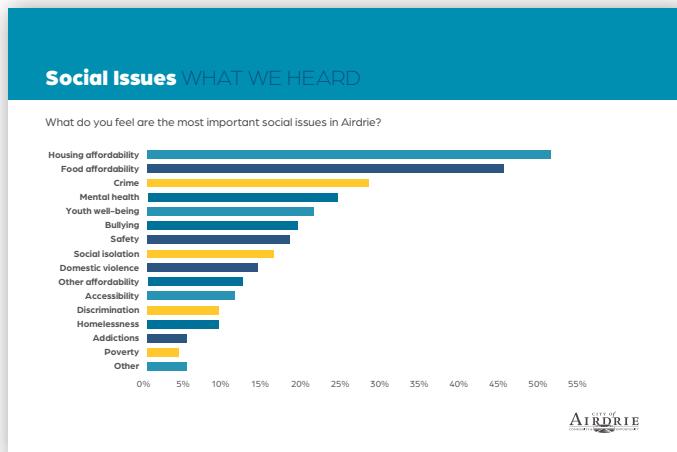


FIGURE 22 – OPEN HOUSE
POSTERBOARD 1 (SOCIAL ISSUES)

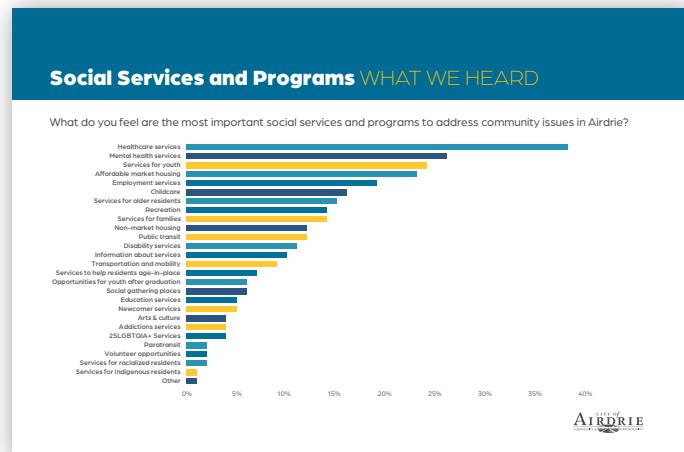


FIGURE 23 – OPEN HOUSE
POSTERBOARD 2 (SOCIAL NEEDS)

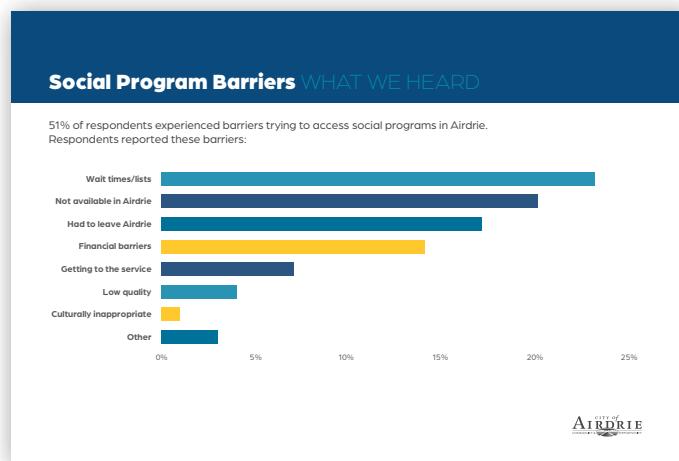


FIGURE 24 – OPEN HOUSE POSTERBOARD 3
(BARRIERS TO SERVICES)

AIRDRIE'S 2025 Social Needs Assessment	
	Survey [Complete!]
	Preliminary Results [Complete!]
ADDITIONAL ENGAGEMENT OPPORTUNITIES	
SPRING	
	Youth Engagement
	Open House
	Coffee Chats
SUMMER / FALL	
	Focus Groups
	Final Report [Anticipated: Late 2025]

Airdrie Demographics

AT-A-GLANCE

Age¹

Age Group	Percentage of Population
0-4	6.5%
5-9	7.5%
10-14	10.0%
15-24	10.0%
25-34	9.5%
35-44	8.5%
45-54	7.5%
55-64	6.5%
65-74	5.5%
75+	4.5%
Older adults	5.5%

Gender²

Gender Category	Percentage
Non-binary/Transgender	4%
Woman/Girl	51%
Man/Boy	49%

Note that this is based on Canadian population because gender-specific numbers are not available.

Sexual Orientation³

Sexual Orientation Category	Percentage
Heterosexual	94%
2SLGBTQIA+	6%

Note that this is based on Canadian population because gender-specific numbers are not available.

Arrival in Airdrie⁴

Arrival Status Category	Percentage
Moved to Airdrie in the past 5 years from somewhere in Canada	29%
Moved to Airdrie in the past 5 years from somewhere outside Canada	3%
Has been in Airdrie for more than the past 5 years	68%

Number of Disabilities⁵

1/3 of residents report living with one or more disabilities

Ethnic/Cultural background⁶

Ethnic/Cultural Background Category	Percentage
White	72.5%
South Asian	5.2%
Black	4.8%
East Asian	1.5%
Middle Eastern	1.3%
Oceanian and Other	0.9%
Latin American	4.3%
Southeast Asian	4.3%
French	2.4%
Indigenous	4.4%

Struggling to pay day-to-day expenses⁷

Expense Struggle Category	Percentage
Always	8%
Most of the time	14%
Sometimes	34%
Never	41%

Note: 2021, America's living wage was \$32,000. Based on a weighted average of three household types: a family of four (two adults, two children) with one child under 18, one child between 18 and 24, and one child between 25 and 29. The average household income for a family of four in Airdrie is \$51,35, and single individual income for a family of four in Airdrie is \$26,263.

Sources:

¹Statistics Canada. 2015. Census Profile - 2015 Census of Population - Statistics Canada Catalogue No. 97-2020-01X. Ottawa. Released November 16, 2016.

²Statistics Canada. 2015. Sex and gender - 2015 Census promotional material. Ottawa. Released on April 27, 2017.

³Statistics Canada. 2015. Sex and gender in Canada's diverse LGBT2Q+ communities. The Daily. Ottawa. Released on June 26, 2017.

⁴The City of Airdrie. 2020. Social well-being survey.

⁵The City of Airdrie. 2020. Airdrie's 2020 living wage calculation.

CITY OF
AIRDRIE

FIGURE 25 – OPEN HOUSE POSTERBOARD 4 (TIMELINES)



**FIGURE 27 – OPEN HOUSE POSTERBOARD 5B
(SOCIAL WELL-BEING HIGHLIGHTS)**

Coffee Chats

Informal kitchen-table style conversations with residents at various locations (coffee shops, Airdrie Public Library, and Genesis Place) about social issues, needs, and strengths in Airdrie.

- Airdrie Public Library – Seniors Coffee & Conversation Group
 - 304 Main St S
 - June 11, 2025, 2 – 3 p.m.
- Tim Hortons
 - #101 – 204 Veterans Blvd NE
 - June 12, 2025, 1 – 3 p.m.
- Ground Press Coffee & Books
 - #111 – 106 Sierra Springs Dr SE
 - June 14, 2025, 1 – 3 p.m.
- Starbucks
 - 2100 Market St SE
- Airdrie Public Library
 - June 16, 2025, 1 – 3 p.m.
- Tim Hortons
 - #300 – 2649 Main St S
 - June 19, 2025, 9 – 11 a.m.
- Genesis Place
 - 800 East Lake Boulevard NE (Near the Aquatics Entrance)
 - June 23, 2025, 9:30 a.m. – 12:30 p.m.

We also held two specialized sessions, one with seniors and one with youth.

- Over 50 Club
 - #100 – 275 Jensen Dr NE
 - August 6, 2025, 1:30 – 2:30 p.m.
- ABYA
 - 400 Main St SE
 - September 29, 2025, 4:30 – 5:30 p.m.

Discussion Questions

Warm-up question

- What do you like most about Airdrie?

Core Questions

- What social issues are you most concerned about in Airdrie? / What do you feel are the most pressing social issues in Airdrie
- What (social) services do people need more of? / What gaps do you see in our services?
- **Optional:** What kind of (social) services would make the most impact in our community?

Sharing Survey findings

- People who completed the survey said that affordability (housing and food), crime, mental health and challenges to youth well-being are the biggest social issues in Airdrie. What do you think? / Does this sound right?
- People who completed the survey said that healthcare, mental health services, services for youth, affordable market housing, and employment services were the services/opportunities were the most needed services in Airdrie. What do you think? / Does this sound right?

Closing/Last Thoughts?

- What's one thing you would like the City to hear from our conversation today?
 - Is there anything we didn't cover that feels important?

Youth Engagement

Youth were invited to share their thoughts on social issues and services through a dotmocracy exercise, where they were asked to place dot-stickers on large posters.

What do you feel are the three most important social issues in Airdrie?

Select between 1 and 3 answers

Banners to accessibility (e.g., lack of ramps, language barriers, no audible signals at street crossings)

Safety

Bullying

Domestic violence and/or family conflict

Crime

Social isolation (a lack of contact with others in the community)

Mental health

Addictions

Housing affordability

Food affordability

Other affordability

Poverty

Homelessness/houselessness (e.g., at risk of losing housing, couch surfing, living on street/in tent)

Discrimination

Challenges to youth well-being

FIGURE 28 – YOUTH ENGAGEMENT POSTER 1 (SOCIAL ISSUES)

What do you feel are the three most important social services and programs to address community issues in Airdrie?

Select between 1 and 3 answers

Services and programming for youth (aged 12-24 years old)

Services and programming for residents living with one or more disabilities

Services and programming for Indigenous residents

Services and programming for racialized residents

Services and supports for newcomers (e.g., immigration/settlement services)

Services and programming for 2SLGBTQIA+ residents

Information about social services, supports, and programming

Employment opportunities and services

Education and training opportunities and services

Volunteer opportunities

Mental health supports and services

Addiction supports and services

Healthcare supports and services

Conventional public transit services (e.g., Airdrie Transit)

Specialized transit/paratransit services (e.g., Access Airdrie)

Transportation and mobility (ramps, pathways, etc.)

Recreation opportunities and programming

Arts and cultural programming

Social gathering places

Opportunities for youth after graduating high school

Services/programming to help older residents age in a place of their choosing

Affordable market housing

FIGURE 29 – YOUTH ENGAGEMENT POSTER 2 (SOCIAL NEEDS)

We also worked with the City's Youth Engagement Liaison to sit down and have a structured discussion with members of the Airdrie Board of Youth Affairs. The discussion questions are found below.

Discussion Questions

Warm-up question

- What do you like most, as a youth, about living in Airdrie?

Core Questions

- What social issues are youth most concerned about in Airdrie?
- What social services do youth need more of? What gaps do you see in our services?

Closing/Last Thoughts?

- What is one thing you would like the City to hear from our conversation with youth today?

Seniors' Engagement

We also held structured conversations with seniors on two occasions: once at an existing coffee group at the Airdrie Public Library, and once at the Airdrie Over 50 Club. The discussion questions are found below.

Discussion Questions

Warm-up question

- What do you like most, as a senior, about living in Airdrie?

Core Questions

- What social issues are seniors most concerned about in Airdrie?
- What social services do seniors need more of? What gaps do seniors see in services?

Closing/Last Thoughts?

- What is one thing you would like the City to hear from our conversation today?

Focus Groups

During the planning phase of the focus groups, the City of Airdrie reached out to local community organizations that worked with the selected equity-deserving groups. We requested their assistance in two main areas: selecting a moderator to host the focus groups, and helping us identify participants.²⁷ This was done because we wanted participants to feel safe, to trust that their experiences would be respected, and to be confident that their voices would be heard. By selecting moderators who are experienced in working with these equity-deserving groups and by keeping identifying information about participants out of the City's hand, we hope we that we created this safe and positive environment.

As focus group participation tends to involve a larger commitment of time and energy than other types of public engagement, each participant received a gift card to a local grocery store to thank them for their participation. Accommodations for travel to and from the engagement were also arranged for those who required transportation.

An FAQ was prepared for potential participants, and while we did collect informed consent from participants, these forms were sealed in an envelope before they were entrusted to the City for record-keeping. These envelopes will not be unsealed unless is required for some legal or legislative purpose. The City also prepared a series of discussion guides—in collaboration with moderators—to guide the conversations.

²⁷The community organizations we worked with did not share participant's personal information with the City of Airdrie. Necessary information was shared with the third-party moderators to facilitate the organization of the focus group sessions.

Focus Group FAQ

City of Airdrie Social Needs Assessment Focus Group FAQ

1. What if I could not attend the focus group, is there another focus group available or another way to still participate and send my feedback?
 - a. If you could not participate in the focus group, you can send your input to Social.Needs@airdrie.ca.
2. Is the feedback confidential? And how and where is the information stored?
 - a. Your personal information will be confidential. The City of Airdrie is working with organizations in Airdrie to help us find and select participants. These are organizations that you may already be connected to. These organizations will know who you are, but they will only share your name with the moderator if you agree to participate.
 - b. The City of Airdrie cannot guarantee your privacy because a focus group is a group experience.
 - c. Before the focus group starts, you will be asked to sign a consent form, indicating you are voluntarily participating in the focus group and providing more details about your rights as a participant. Consent forms will be kept in a sealed envelope that will only be opened if there is a legislative or legal requirement for the City of Airdrie to do so.
 - d. Notes taken during the focus group will be stored on the City of Airdrie's internal servers, and only accessible to the project team. Your name will not be linked to your responses.
 - e. All responses will be analyzed and included in a report back to the community, to be presented to the Mayor and City Council in (anticipated) late 2025. Your name will not be included, any quotes or stories in the report will be attributed to "Airdrie Resident."
 - f. You will have a chance to review a summary of what the City heard to make sure we interpreted things correctly, and you will have two (2) weeks to follow-up with the moderator if there were any errors.
3. What is the timeline of the overall project?
 - a. The project began in January 2025, and the City anticipates presenting the final report to the Mayor and City Council in late 2025. For more detail on the various pages of the Social Needs Assessment, please see involve.airdrie.ca/SocialNeedsAssessment.
 - b. The City of Airdrie will begin working with organizations in the community to explore potential solutions to topics raised by the Social Needs Assessment starting in the fall.
 - c. Recommendations will be made to Airdrie's City Council on actions to take to address issues identified by the Social Needs Assessment.
4. Why is the City collecting this information?
 - a. The City of Airdrie invests in social services to support our residents. We wish to recognize our strengths, understand the needs of our community, and identify any gaps we may have in social programs and services. A Social Needs Assessment will help us determine the best way to direct our support to close identified gaps, and to respond to both opportunities and challenges within our community. This will help us ensure that our investments provide the greatest benefits to you, the residents of Airdrie.
5. What is the City planning to do with the information from the focus group?
 - a. The City of Airdrie would like to better understand the issues facing residents from equity-deserving groups who are often overlooked or underrepresented in municipal engagement efforts. We also want to understand residents' specific needs, barriers they are facing, and potentially explore the impact this is having on residents' lives.

6. Will there be water, coffee, or snacks available?
 - a. Yes, there will be water, coffee, and light snacks available.
7. Will you accommodate my dietary restrictions?
 - a. Yes, we will ensure that there are snacks available for everyone.
8. What if I cannot get to the venue on my own?
 - a. If you do not have a way to get to the venue, the City of Airdrie may be able to assist with transportation. Please let the moderator know if you need assistance with transportation.
9. Is the venue accessible?
 - a. Yes, the venue will be accessible. The focus group will either take place on the ground floor, or there will be an elevator available.
10. If I decide at any point that the focus group is not for me, can I withdraw my participation, or stop participating at any time?
 - a. Yes, you can quit the focus group at any time. If you quit the focus group, you will need to tell the moderator if what you have already said can be used.
11. Will I see change after this? (how will this focus group data/info be used?)
 - a. We thank you for sharing your time and insights into social needs in Airdrie. Your input is extremely valuable and will directly feed into the City's understanding of social issues, service gaps, and barriers to accessing services. From here, City Administration will identify priorities and recommend proposed actions to Council. Council will then decide on the next step actions. While the ultimate goal of the social needs assessment is to help improve the lives of Airdrie residents, social issues can be very complex and building new programs and services can take time.
12. Can I bring my child to the focus group?
 - a. We ask that you do not bring your children. Unfortunately, we will not have a play area set up for young children, so the focus group will not be an ideal setting for children.
13. Can I bring my pet to the focus group?
 - a. While personal pets are not allowed at the focus groups, registered service dogs are welcome.
14. Will there be photos taken at the focus group?
 - a. While photos may be taken of the room set-up or the notes of what was discussed, no photos will be taken of participants.

Focus Group Informed Consent

Consent Form: City of Airdrie Social Needs Assessment Focus Group – August 2025

What is a focus group?

A focus group is when a small group of people is brought together to answer questions and hear people's ideas about a specific topic. A focus group is led by a trained researcher (called a moderator) who will ask the questions and help guide the discussion.

What is a social needs assessment?

A social needs assessment is a way of asking people about problems in their community, services to help with these problems, and things that make it hard to access these services. Social needs assessments help Cities and other organizations make decisions on what they need to do to make life in the community better for everyone.

Will I get paid for the focus group?

You will receive a thank you gift card from the City of Airdrie for participating in the focus group.

Are there risks with participating?

You may feel uncomfortable emotions when talking about social needs, problems, and personal experiences. You are not required to answer any question, but if, for any reason, you are upset by what is talked about and need support after the focus group, you are encouraged to reach out to Community Links to access counselling and supports:

Community Links
211, 125 Main Street NW
Phone: 403-945-3900

What am I going to be asked to do?

You will be asked to attend a focus group session that will last around two hours, including breaks. There will be snacks and beverages available.

During this session you will be asked questions related to:

1. Social assets: Things you like and that make life in Airdrie better.
2. Social issues: Problems that can harm the community and make life worse for residents.
3. Social needs: Programs and services needed to help with these problems.
4. Barriers to service: Problems people may experience when trying to access these services.

What are my rights when I participate in this focus group?

- Participation in this focus group is completely voluntary.
- You can quit the focus group at any time. If you quit the focus group, you will need to tell the moderator if what you have already said can be used.
- After the City of Airdrie analyzes what was said at the focus group, a summary of what the City heard from participants will be shared with you to review. We understand that sometimes what is shared can be interpreted in different ways. If you feel that your input was not interpreted correctly, you're welcome to follow up with the moderator within two (2) weeks.

Will my name and identity be private?

The City of Airdrie is working with organizations in Airdrie to help us find and select participants. These are organizations that you may already be connected to. These organizations will know who you are, but they will only share your name with the moderator if you agree to participate.

The City of Airdrie cannot guarantee your privacy because a focus group is a group experience.

The City of Airdrie will not use your name in the report they write based on the focus group. Any quotes or stories will be credited to “Airdrie Resident” in order to protect your privacy.

What will the City of Airdrie do with this research?

The City of Airdrie staff will include a summary of what they heard from focus group participants, and how they understood what they heard, in a report that will be publicly presented to Airdrie’s Mayor and City Council. This report will also be made available online to anyone who wants to read it.

The City of Airdrie will then use what they heard to help them make decisions about which problems to address first, what social services are needed in Airdrie, and what we can do to make it easier to access these services.

Focus Group Participant – Protection of Privacy Act (Alberta)

By participating in this focus group, you acknowledge and consent to the collection of your personal opinions and any personal information you voluntarily share during the session. This information is being collected by the City of Airdrie, a public body under the authority of section 4(a) of the Protection of Privacy Act (POPA), for the purpose of evaluating social services in Airdrie.

Your responses may be recorded and analyzed, but will not be attributed to you personally in any published materials. All personal information will be handled in accordance with POPA, including its provisions on data retention, use, and disclosure.

If you have questions about the collection, use, or disclosure of your personal information, please contact the City of Airdrie Privacy Office at 403-948-8816.

Your signature says you agree to participate in the focus group.

- Your signature means you understand what you’re being asked to do: Yes _____ or No _____
- It is okay that you take part in this focus group: Yes _____ or No _____

My Name (please print)

Guardian name (if you have one, please print)

My Signature (please sign)

Guardian Signature (if you have one)

Date

Date

Residents Living with One or More Disabilities Focus Group

This session was held in a fully accessible venue, and the moderator for this focus group was also able to provide American Sign Language (ASL) translation and/or closed-captioning as necessary. They also had a psychologist on-hand in the event the conversation was upsetting to any participant.

Discussion Questions

Warm-up question

- Say your name and a highlight of your summer
- What do you like most about Airdrie?
 - Examples: It's safe, quiet, and clean; proximity and access to Calgary; small town feel with big city amenities, etc. What is your dream for Airdrie (big and broad).

Core Questions

- Based on your experiences, what social issues are you most concerned about in Airdrie?

At this time, we will split into small break out groups if participants prefer

- Are there social services that you think are missing or lacking in Airdrie? What do we need the most?
 - Social services are programs designed to support individuals, families, and communities (including those facing challenges and vulnerability) in order to improve quality of life.
 - Some examples of social services are the Airdrie Fair Access (AFA) subsidy program for low-income residents, food banks, counselling services, and services for residents living with one or more disabilities.
- What challenges or barriers do you face when trying to access social services in Airdrie? Are there particular services where this is a problem?

Closing/Last Thoughts?

- What's one thing you would like the City (Mayor and Council and or Administration) to hear from our conversation today?
 - Is there anything we didn't cover that feels important/ideas and what to bring forward that is heard.

Indigenous Focus Group

In addition to the inclusion of an Opening Prayer and Teachings from an Elder, Indigenous participants were thanked with the traditional cash gift (of the same value) in lieu of the grocery store gift card.

Discussion Questions

Warm-up question

- What do you like most about Airdrie?
 - Examples: It's safe, quiet, and clean; proximity and access to Calgary; small town feel with big city amenities, etc.

Core Questions

- Based on your experiences, what social issues are you most concerned about in Airdrie?
- Are there social services that you think are missing or lacking in Airdrie? What do we need the most?
 - Social services are programs designed to support individuals, families, and communities (including those facing challenges and vulnerability) in order to improve quality of life.
 - Some examples of social services are the Airdrie Fair Access (AFA) subsidy program for low-income residents, food banks, counselling services, and services for residents living with one or more disabilities.

What challenges or barriers do you face when trying to access social services in Airdrie? Are there particular services where this is a problem?

Closing/Last Thoughts?

- What's one thing you would like the City (Mayor and Council and or Administration) to hear from our conversation today?
 - Is there anything we didn't cover that feels important?

2SLGBTQIA+ Focus Group

Discussion Questions

Warm-up question

- What do you like most about Airdrie?
 - Examples: It's safe, quiet, and clean; proximity and access to Calgary; small town feel with big city amenities, etc.

Core Questions

- Based on your experiences, what social issues are you most concerned about in Airdrie?
- Are there social services that you think are missing or lacking in Airdrie? What do we need the most?
 - Social services are programs designed to support individuals, families, and communities (including those facing challenges and vulnerability) in order to improve quality of life.
 - Some examples of social services are the Airdrie Fair Access (AFA) subsidy program for low-income residents, food banks, counselling services, and services for residents living with one or more disabilities.
- What challenges or barriers do you face when trying to access social services in Airdrie? Are there particular services where this is a problem?

Closing/Last Thoughts?

- What's one thing you would like the City (Mayor and Council and or Administration) to hear from our conversation today?
 - Is there anything we didn't cover that feels important?

Racialized Residents and Newcomers Focus Group

The note-taker for this focus group (provided by the moderator) was able to translate to-and-from Punjabi as required.

Warm-up question

- What do you like most about Airdrie?
 - Examples: It's safe, quiet, and clean; proximity and access to Calgary; small town feel with big city amenities, etc.

Core Questions

- Based on your experiences, what social issues are you most concerned about in Airdrie?
- Are there social services that you think are missing or lacking in Airdrie? What do we need the most?
 - Social services are programs designed to support individuals, families, and communities (including those facing challenges and vulnerability) in order to improve quality of life.

- Some examples of social services are the Airdrie Fair Access (AFA) subsidy program for low-income residents, food banks, counselling services, and services for residents living with one or more disabilities.
- What challenges or barriers do you face when trying to access social services in Airdrie? Are there particular services where this is a problem?

Closing/Last Thoughts?

- What's one thing you would like the City (Mayor and Council and or Administration) to hear from our conversation today?
 - Is there anything we didn't cover that feels important?

APPENDIX C – FOCUS GROUP MODERATORS' REPORTS

Residents Living with One or More Disabilities



Shaping Airdrie's Future Services

Report by Kelly James

This document captures a detailed community discussion and assessment focused on social needs, accessibility, and support services for residents of Airdrie, particularly addressing the challenges faced by people with disabilities and their families. It includes insights from various stakeholders, service providers, caregivers, and city employees, highlighting key issues such as transportation, recreation, housing, healthcare, and community inclusion.

Introduction and Context

The meeting began with a land acknowledgement recognizing the traditional Treaty 7 territory and the Indigenous nations connected to the land. The City of Airdrie is engaged in a social needs assessment, which started with a survey and an open house earlier in the year, aiming to gather comprehensive data on residents' well-being and social service needs. The final report is anticipated in late December, with ongoing community engagement including focus groups like the one documented here.

Participant Introductions and Roles

Participants included family members of individuals with disabilities, representatives from organizations like URSA and the Calgary SCOPE Society, City employees, and community support workers. They shared personal experiences and professional insights related to caregiving, service provision, and community involvement in Airdrie and surrounding areas.

Key Themes and Community Needs

Transportation Challenges

Transportation emerged as a critical barrier, especially for individuals with disabilities who require accessible, reliable, and spontaneous travel options. Public transit services have limited trips and operational hours, impacting daily activities and social participation. Suggestions included expanding transportation hours, improving interregional transit collaboration, and partnering with taxi services to enhance accessibility.

Recreation and Accessibility

Recreation facilities like Genesis Place face capacity issues, highlighting the ongoing need for more inclusive and universally designed amenities which refers to features, spaces, products, and services that are intentionally planned and constructed so that people of all ages, backgrounds, and abilities can use them easily, safely, and with dignity — this includes accessible pools, change rooms with lifts, and adaptive workout equipment. Participants expressed interest in more affordable programming and better support for adaptive sports - which are athletic activities, such as those offered through Special Olympics that have been modified or specifically designed to meet the unique needs of individuals with physical, cognitive, or sensory disabilities. These sports offer opportunities for people of all abilities to participate in physical activity, enjoy competition, and reap the social, emotional, and health benefits associated with sport, but require enhanced transportation and funding.

There is also a desire for more accessible entertainment options specifically designed for people with disabilities, such as sensory nights or afternoons and candlelight music performances. It was suggested that Bert Church Live Theatre could serve as an excellent venue for hosting these types of inclusive events.

Housing and Respite Care

Affordable and accessible housing options, including group homes and respite services, were identified as pressing needs. Families face difficulties finding consistent, qualified caregivers, and respite care availability is limited. The challenges of staffing quality and retention were discussed, along with the desire for more choice and support in housing arrangements.

Employment and Volunteer Opportunities

There is a recognized need for increased employment and volunteer opportunities tailored to individuals with disabilities. Suggestions included awareness campaigns, job fairs, and collaborations with local businesses to create inclusive work environments.

Education and Support for Children

Families of children with disabilities highlighted the lack of specialized community programming and educational support within local schools, necessitating travel to Calgary for these services. High costs for private lessons and limited availability of aides were barriers to participation in activities such as swimming and gymnastics.

Community Inclusion and Safety

Participants discussed feelings of exclusion and safety concerns within public spaces, emphasizing the importance of welcoming attitudes and accessible environments. The need for neighborhood watch programs and after-school activities for youth was also raised.

Communication and Resource Awareness

A recurring theme was the difficulty in accessing information about available services and supports. Suggestions included creating centralized resource fairs, improving social media presence, newsletters, and better communication from service providers and the city to enhance awareness and connection.

Strengths and Existing Resources

Despite challenges, the community benefits from collaborative networks such as the Sector Connector, which brings together service providers to coordinate efforts. Programs like Special Olympics, Community Links, and the Airdrie Food Bank offer valuable support and volunteer opportunities. The new library opening in September is anticipated to provide accessible meeting spaces and resources.

Advocacy and Political Engagement

Participants expressed a desire for stronger advocacy and political representation for people with disabilities. Difficulties in accessing elected officials and concerns about provincial funding cuts were noted. Ideas for workshops on advocacy skills and collective action to influence policy were discussed.

Future Steps and Recommendations

- Enhance accessible transportation options, including increased trips and interregional collaboration.
- Expand inclusive recreational facilities with universal design and affordable programming.
- Increase affordable, accessible housing and respite care services.
- Develop employment and volunteer initiatives tailored to people with disabilities.
- Improve specialized educational supports and local programming for children.
- Foster community inclusion through safety programs and welcoming public spaces.
- Centralize information dissemination via resource fairs and improved communication channels.
- Support advocacy efforts to strengthen political engagement and influence policy decisions. The social needs assessment aims to integrate these insights into actionable recommendations to improve the well-being and inclusion of all Airdrie residents, with a focus on those with disabilities and their families.

Unlocking Economic and Social Benefits through an Airdrie Accessibility Policy, September 29th, 2025

Report by Colleen Huston

A key opportunity for Airdrie lies in developing its own Accessibility Policy or Act—one that extends beyond the built environment to integrate affordability, availability, and inclusion into the city's broader social and economic strategy. This kind of policy not only promotes equity but also delivers clear economic benefits by encouraging residents to live, work, and play in Airdrie, rather than relying on Calgary for services and opportunities.

By addressing how commuting contributes to social isolation, forcing many residents to travel to Calgary for basic services, we can begin to mitigate the personal, financial, and community costs associated with this disconnect. Rising transportation expenses, escalating food prices, and limited local access to services are making the current model increasingly unsustainable. A comprehensive accessibility strategy can reverse this trend by ensuring Airdrie grows into a self-sustaining city that meets the needs of its residents.

Residents shared real, tangible concerns—from being stared at in public spaces to the lingering social impacts of the pandemic and the lack of inclusive recreational options, such as bowling alleys or accessible movie theatres. While there was support for initiatives like the Special Olympics, what's missing is a broader, more inclusive vision for accessibility—one that includes policy changes, infrastructure improvements, and audits of existing city services and spaces.

This is about more than programs; it's about leadership. If Airdrie takes the lead in shaping a truly inclusive city, it can foster the kind of attitudinal shift that invites everyone—regardless of ability or background—to thrive. A municipal accessibility policy is not just a social imperative; it's a smart economic strategy that positions Airdrie as a community where all people feel welcome, supported, and empowered to contribute.

The Calgary SCOPE Society is a registered non-profit society committed to providing support to children, adults and seniors with disabilities.

Indigenous Residents

Indigenous Focus Group Engagement Summary

Airdrie Social Needs Assessment – What We Heard

1. Introduction

On August 20, 2025, the City of Airdrie hosted an Indigenous focus group as part of its Social Needs Assessment. The purpose was to better understand the lived experiences, needs, and aspirations of Indigenous residents of Airdrie.

After a Land Acknowledgement, the gathering was opened by Elder Bruce Starlight of the Tsuut’ina Nation, who offered a prayer and teachings that named the impacts of racism, intergenerational trauma, and the enduring importance of Reconciliation. His words set the tone for a heartfelt and honest dialogue.

Participants chose to share their stories and lived experiences first, rather than follow a rigid agenda. This approach reflected Indigenous ways of knowing: learning through story, relationship, and experience. One participant expressed concern that the City would “take my story and report it for me”, indicating that the focus groups findings would be better represented from Indigenous residents themselves. The facilitator committed to sharing back the meeting notes to ensure the viewpoints and information shared was captured accurately.

2. Engagement Approach

- **Facilitator:** IndigenUs Consulting (Dione McGuinness).
- **Cultural Protocol:** Opening prayer and teachings by Elder Bruce Starlight.
- **Participants:** Nine Indigenous residents participated, representing Cree, Ojibwe, Moose Cree, Dene, and Métis ancestry, and offering varied generational perspectives that included Elders, parents, and youth.
- **Format:** Story-based sharing, supported by guiding questions, flip charts, and note-taking.

3. What We Heard

3.1. Stories of Resilience and Struggle

Much of the early sharing focused on the lived experiences of trauma, racism, and survival. Participants spoke with honesty about the intergenerational impacts of colonization and the strength required to persevere. Key points included:

- Participants spoke openly about racism, describing being followed in stores, judged for appearance, or excluded from sports and services.
- Residential school impacts were named, with Elders sharing stories in front of their children and grandchildren—some hearing them for the first time.
- Intergenerational trauma and dispossession from culture (the ways colonial policies and practices forcibly separated Indigenous Peoples from their traditional languages, spiritual practices, laws, and ways of life) remain barriers, yet participants expressed determination to reclaim culture and create a better path forward.
- One participant: “The elephant in the room is racism. It’s in every city. But we want to build something here for our children.”

3.2. What Participants Value About Airdrie

While some participants had moved to Airdrie from out of province, others described living in Airdrie all their lives. When they reflected on the strengths of their community, they identified:

- Proximity and convenience of services.
- A young, family-oriented community with potential to grow in inclusive ways.
- Examples of progress, such as pipe ceremonies, art installations in the park, showing that Airdrie has begun moving forward—though not all participants feel opportunities are accessible.

3.3. Concerns and Social Issues

Much of the workshop was spent detailing the concerns and social issues facing Urban Indigenous Peoples, through heartfelt stories and lived experiences that reflected many of the traumas (and intergenerational trauma) they have faced. These included:

- **Racism and Discrimination:** Participants experience racism in daily life, in schools, in service access and in employment, including racism in look for work, and in the workplace. Many noted Indigenous people are treated differently than newcomers or immigrant populations, and that there are more

services / programs for newcomers than for Indigenous residents. One participant noted that while Treaty 7 Elders are being engaged, there isn't more broad engagement.

- **Cultural Disconnection:** Many residents only discovered their Indigenous identity later in life and are now seeking ways to reconnect. Youth asked for more opportunities to learn about culture, ceremony, and history.
- **Housing and Gathering Spaces:** Participants called for Indigenous housing options and a culturally safe gathering space. They emphasized these spaces should be built through co-investment, not as handouts, with Indigenous residents contributing leadership and stewardship.
- **Employment and Opportunities:** Youth employment, volunteering, and access to job fairs were named as critical. Indigenous businesses would benefit from incentives and visibility.
- **Sports and Youth Access:** Stories highlighted past exclusion from sport due to racism and fees, and a local shortage of facilities (e.g., ball diamonds).
- **Transportation:** Bus shortages and limited transit options make it harder to reach services and programs.
- **Barriers to Services:**
 - Long delays and “too many hoops” to access pensions or benefits, including the burden of proving ancestry.
 - Need to travel to Calgary for healthcare, including long commutes for families with children in hospital.
 - Shortages in mental health supports, youth programs, and Elder involvement.
 - Gaps in social service programming; participants noted there are no Indigenous-specific programs within social service providers.

3.4. Missing or Needed Services

Participants spoke about what was absent in Airdrie, identifying services and supports that would make a meaningful difference in their lives and their community. They noted the need for:

- Access to Elders, knowledge keepers, and medicine teachers locally.
- Women’s and 2-Spirit support groups.
- Indigenous youth groups and leadership opportunities.
- Hospital or more urgent care options in Airdrie.

- A permanent “Friendship Centre-like” space where Indigenous residents can gather, supported by City funding.
- Regular Elders’ circles to reduce loneliness and create connection.

3.5. Barriers to Access

While some services exist, participants highlighted the obstacles they face when attempting to access them. Their stories revealed barriers such as:

- Racism and stigma in schools, services, and public spaces.
- Over-regulation—“too many hoops” to prove ancestry or access benefits.
- Lack of awareness of Indigenous issues among the wider community.
- No consistent Indigenous community hub in Airdrie, leading to isolation.
- Transportation shortages (e.g., busses) limiting access to services.
- Financial barriers / costs to rent spaces for cultural activities and gatherings.
- Communication from the City of Airdrie is not reaching Indigenous residents (for example, no one knew about the Involve Airdrie webpage, nor the Social Needs Assessment Survey).

3.6. Hopes and Opportunities

Despite the struggles, participants also shared their aspirations and the opportunities they see for Airdrie to move forward. They envisioned:

- Create Indigenous gathering spaces in Airdrie, both physical and cultural.
- Support cultural programming in schools, including powwows, land-based learning, and Indigenous classes.
- Celebrate Indigenous presence through visibility in city events (e.g., a float in the Canada Day parade).
- Build youth pride and connection through dedicated Indigenous youth groups.
- Strengthen communication and connection: social media groups, a City website page for Indigenous events, an Indigenous column in CityView, and regular opportunities to meet.
- More inclusive economic opportunities: job fairs targeting Indigenous residents, incentives for Indigenous-owned businesses, and volunteering pathways for youth.
- Land-based learning: allow medicine harvesting without stigma, creating public spaces where cultural practices are respected.

- Move beyond “one-time” engagement to an ongoing relationship: “Not a one and done, check-the-box exercise—365 days a year.”
- Learn from Calgary’s Indigenous Gathering Place and create a similar hub in Airdrie.

4. Overarching Themes

Drawing from all the stories and discussions, a number of overarching themes emerged, shaping the way forward:

- **Representation:** Participants want to be represented directly, not spoken for. “By us, for us” was a repeated theme.
- **Generational Needs:** Elders, adults, and youth each have different priorities, but all stressed the importance of cultural continuity for future generations.
- **Trust and Continuity:** One-time conversations are not enough; ongoing, active participation from the City is required.
- **Healing and Belonging:** Safe spaces, cultural recognition, and reducing stigma are essential.
- **Beyond Big Events:** Annual or one-off cultural events are not enough; participants asked the City to reduce gate-keeping[†] and commit to steady, ongoing relationship-building.

5. Recommendations to the City of Airdrie

From the concerns, needs, and opportunities shared, participants offered clear guidance on actions the City can take. Recommendations are grouped by timeframe it would likely take to implement:

Short-Term:

- Establish a dedicated Indigenous liaison role within the City.
- Support the creation of an Indigenous gathering space (temporary or shared to start). Increase Indigenous visibility at City events (floats, cultural celebrations, CityView column).
- Provide small funding streams for Indigenous-led groups and youth initiatives, framed as co-investments.

[†] Gatekeeping included examples such as the navigating complex processes required to access social programs and healthcare, and proving ancestry. The request to reduce gatekeeping referred to removing the procedural and cultural barriers that prevent Indigenous residents from fully participating in, and benefiting from, city life.

- Launch a City Indigenous webpage with an opt-in self-identification list for events and updates.
- Partner with Community Links to design an Indigenous-specific stream of programming.
- Fund a monthly Elders' circle to address isolation and create intergenerational connection.
- Provide transit supports (e.g., passes or vouchers) for Indigenous residents to attend health, Elder, and youth programs.

Medium-Term:

- Develop a Friendship Centre-style hub in Airdrie, co-governed by Indigenous residents.
- Act as advocates for increased cultural programming and supports to the Province of Alberta. Suggestions shared by participants included:
 - "Partner with Rocky View Schools to integrate Indigenous cultural programming (classes, powwows, Elder visits).
 - Expand healthcare and mental health supports locally, with Indigenous cultural safety training for providers.
- Introduce fee subsidies and equipment supports for Indigenous youth to access sports and recreation.
- Host an annual Indigenous job fair and promote Indigenous-owned businesses through incentives and visibility.

Long-Term:

- Invest in Indigenous housing options and culturally safe social services.
- Create ongoing, annualized funding for Indigenous programming (women's groups, youth leadership, Elder circles).
- Establish a standing Indigenous advisory group to City Council, ensuring representation and accountability.

6. Closing Reflection

The focus group was a powerful reminder that Reconciliation begins with listening, relationship, and action. Participants gave generously of their stories, some sharing painful truths about trauma, racism, and exclusion—while also offering vision, solutions, and hope.

The City of Airdrie is encouraged to carry this work forward not as a “one and done,” but as

the start of an ongoing, respectful relationship. Indigenous voices have pointed the way: create space, build trust, support culture, and walk together toward a more inclusive future.

Next steps could include youth-centred listening circles, to hear directly from young people about their priorities and pride.



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FIND YOUR COMMUNITY IN
YOUR COMMUNITY

info@airdriepride.ca

Airdrie Pride 2SLGBTQIA+ focus group on social services in Airdrie

On behalf of the City of Airdrie

August 28th, 2025

What We Heard

What residents value about Airdrie

- Walking paths, art, flowers, and nature that contribute to quality of life.
- The quiet, small-town atmosphere combined with city amenities.
- A sense of friendliness and community connection.
- Ease of mobility, particularly by car, and growing efforts to improve public transit.
- Strong organizations, such as BGC programming, that provide trusted community support.

Social Concerns

Homophobia, transphobia, and discrimination

- Participants reported ongoing discrimination in community spaces.
- Rainbow path vandalism and transphobic stickers in parks and city infrastructure.
- Homophobia, transphobia, and bullying in schools and community venues.
- A broader cultural shift is needed, as participants noted increased tolerance for hatred in some areas.

Lack of safe and inclusive spaces, and community connection

- Participants emphasized the importance of safe, open, and low-barrier spaces.
- The absence of youth drop-in centres, especially for queer youth, was noted as a significant gap.
- There was strong interest in visible pride and acceptance initiatives, including City support for Pride events, pride flags, and healthy masculinity classes to address homophobic culture.
- Multipurpose and community spaces, including free rentals and makerspaces, were seen as important tools for fostering belonging.
- Concern about upcoming legislation reducing supports for queer folks in Airdrie (GSAs, pronoun use, and trans rights in sports).
- Older adults expressed a desire for more programming and events that help connect them and reflect diverse communities.
- Multicultural events and days were requested, with emphasis on Airdrie's growing newcomer population and the need for services in multiple languages.
- Opportunities for meet-ups and inclusive community gatherings were strongly encouraged.

Identified Service Gaps

Gaps in social services

- Lack of supports for housing in Airdrie and risk of homelessness for kids that can't go home.
- Transit and accessibility: Transportation was identified as a key barrier to accessing services and opportunities in Airdrie. Calls for more frequent Calgary bus service and broader access to bus passes. Participants suggested ticketing apps and easier-to-use transit information. Improved transit was linked directly to greater safety and access to services.
- Domestic violence: High rates in Airdrie, with calls for stronger supports and a more nuanced approach addressing root causes. One participant identified that there is a “shocking” waitlist to get into emergency housing.
- Mental health: Subsidies, free access, and improved services are needed.
- Employment Services: Current services perceived as transphobic and lacking inclusivity.
- List of businesses that are “queer safe”. Sticker on window or something to signal to residents that they are welcomed, safe.
- Training for service providers: Participants recommended mandatory training on marginalized groups and sensitivity.
- Disability services: More resource services, including nurse educators, are needed.
- Health access: Lack of hospital and specialists within Airdrie.
- Limited emergency supports for people fleeing abuse, violence, or facing homelessness.
- Affordability and livability: Affordability challenges in Airdrie affect all residents but have particular impact on marginalized groups. Participants raised the need for more affordable living options, including subsidized recreational opportunities (e.g., Genesis Place, rec centre drop-ins).
- Increase burden on organizations to receive funding from the City - more reporting requirement with Community Grant.
- Lack of low-cost spaces for meet ups.

Communication gaps

- City communication about services is inconsistent, often limited to online platforms, which excludes many residents.
- More proactive communication is needed around available services, funding opportunities, and engagement events.
- Would like to see more from the City as far as Pride goes - a resource page on the City website, a little rainbow symbol, etc. “It would give people a subtle nod to say hey this is a safe city to be in.”
- A web and access form to connect/communicate with the City. “It is hard for me to talk on the phone. For people with anxiety or hearing impairment, the telephone is hard.”

Racialized Residents and Newcomers

City of Airdrie - Social Needs Assessment
Racialized residents and newcomers Focus Group
Report by Shirley Prasad-Naiviqa

September 11, 2025

Introductory Messages

Introduction of City Staff, Moderator and note-taker

Discussion Questions

1. Warm-up Question

a. What do you like most about Airdrie?

- What makes it nice, is that it's not too much of an urbanized center but it's a town that has emerged as a city. Airdrie has most things accessible. It makes relatively attractive.

b. What do you think about Noise level/cleanliness in Airdrie?

- For the most part it is okay, marginalized groups don't feel safe and deal with a lot more discrimination

2. Core Questions

a. Based on your experiences, what social issues are you most concerned about in Airdrie?

- Concerning – health care, access to urgent care is the only option. News: Not enough doctors, urgent care is only option, other than going into Calgary

b. Are you aware of the Airdrie Fair Access (AFA)

- Yes aware; Challenges faced: Income thresholds, people who are middle tier income people don't have access to this, make it tier based, partial subsidy, percentage even for middle class that may need income assistance for these types of programs. Would be beneficial for the people in the middle that could use the subsidy help for these programs.

c. What challenges or barriers do you face when trying to access social services in Airdrie?
Are there particular services where this is a problem?

- Health care: The only access is Urgent Care, not enough services – most people have to go into Calgary to get access to services needed

3. Closing/Last Thoughts

- a. What is one thing you would like the City to hear from our conversation today?
 - Health care access, seeing how we can improve urgent care access and expand, have more diagnostic imaging or other acute care services in Airdrie.
 - Subsidy Program: Tier based/percentage based – to help with those middle-income families that still need the help for programs
 - Looking into expansion of recreation centers, perhaps having another rec center in Airdrie.
 - Consider having smaller hubs for libraries, as opposed to one big one only, is the library card free like Calgary?
 - Opportunities to rent things, even donated musical equipment, expanding access to people to things that could possibly be income barriers.

APPENDIX D – COMMUNICATIONS REPORTING

With any public engagement, effective communication is vital. The City of Airdrie's Social Planning team, in collaboration with the Communications team, developed a comprehensive communications plan to support the promotion of the 2025 Social Needs Assessment (SNA). This plan was designed to maximize residents' awareness of the multiple opportunities to participate and share their perspectives. Through targeted outreach, public engagement, and consistent messaging, communications efforts focused on raising awareness and driving participation.

Objectives

The communications plan was built around the following key objectives:

- To offer equitable access to engagement opportunities for all Airdrie residents
- To clearly communicate the purpose and benefits of the SNA
- To raise awareness of social needs and service gaps in Airdrie
- To strengthen relationships and communication between the City and community service providers
- To provide consistent updates and public reporting throughout the project

Key Messages

Communications and awareness campaigns shared the following three key messages:

1. You can help shape the future of social services in Airdrie!

- Share your voice by completing the Social Needs Assessment Survey.
- Help identify community strengths, challenges, and needs.

2. The City of Airdrie invests in social services to support our residents.

- Results will guide decisions on service gaps and future investments.

3. We heard you – and we want to keep listening.

- Building on the Social Well-being Survey, the SNA seeks deeper insights into residents' needs.
- Residents expressed feeling unheard – this is your chance to be part of the solution.

Public Engagement Activities

Advertisement and promotion of the 2025 Social Needs Assessment centered on three of our public engagement activities:

1. Survey summary
2. Open House summary
3. Coffee chats summary

Target Audiences

Communications efforts and advertising campaigns were primarily focused on residents of Airdrie aged 15 years and older.

Social Planning also engaged in targeted outreach with equity-deserving groups (residents living with one or more disabilities, Indigenous residents, members of the 2SLGBTQIA+ community, and racialized residents and newcomers).

Desired Outcomes

The desired outcomes of the City's communication efforts were to:

- Achieve a strong response rate for the public survey
- Drive attendance at the Open House
- Encourage high participation at the Social Needs Assessment Coffee Chats
- Build community awareness and trust in the City's social planning efforts
- Inform residents about how their input would drive future investments and policy decisions

Samples of Creative Materials

Survey

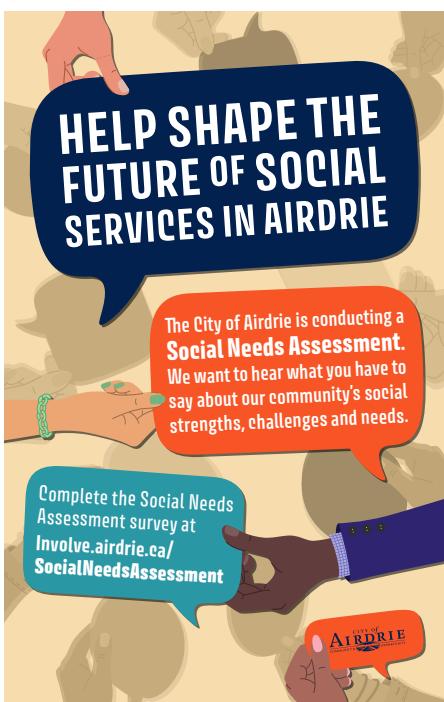


FIGURE 30 – SAMPLE OF SURVEY ADVERTISING 1



FIGURE 31 – SAMPLE OF SURVEY ADVERTISING 2



FIGURE 32 – SAMPLE OF SURVEY ADVERTISING 3

Open House



FIGURE 33 – SAMPLE OF OPEN HOUSE ADVERTISING 1



FIGURE 34 – SAMPLE OF OPEN HOUSE ADVERTISING 2



FIGURE 35 – SAMPLE OF OPEN HOUSE ADVERTISING 3

Coffee Chats



FIGURE 36 – SAMPLE OF COFFEE CHAT ADVERTISING 1



FIGURE 37 – SAMPLE OF COFFEE CHAT ADVERTISING 2



FIGURE 38 – SAMPLE OF COFFEE CHAT ADVERTISING 3

Website Analytics

The 2025 Social Needs Assessment is hosted on the City's public engagement platform, Involve Airdrie. What follows is a breakdown of website analytics for this project from Jan. 1, 2025, through Sept. 30, 2025:

The project page on Involve Airdrie was viewed 5,213 times. There were 3,871 visits by 3,041 unique visitors. 479 residents made a total of 528 contributions to the 2025 Social Needs Assessment, and 70 followed to project to receive notifications of updates. There were a total of 6 days, 0 hours, and 17 minutes of engagement time, with the peak visitation day being March 12, 2025.



FIGURE 39 – PAGE VISITS OVER TIME

The project overview was the most visited page, followed by the survey, then the contest entry form for survey respondents, and finally the screen reader friendly version. Of the visitors to the project page, 71% were first-time visitors to Involve Airdrie.

Page name	Visitation	Visits	Visitors
Social Needs Assessment	93%	3,601	2,988
Social Needs Assessment Survey	29%	1,111	878
Social Needs Assessment 2025 Contest	1%	43	40
Social Needs Assessment Survey – Screen Reader Friendly Version	<1%	33	31

TABLE 1 – PAGE VISITATION

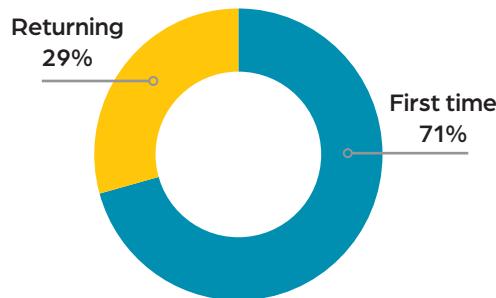


FIGURE 40 – VISITOR PROFILE

The majority of visitors (68%) were directed to the project page from various websites (e.g., the City of Airdrie webpage, or the webpages of local media organizations). Following this, 17% of visitors accessed the page directly (i.e., by entering the project page's URL directly), and 9% were directed to the page via social media (e.g., through posts made to the City of Airdrie's social media accounts). Finally, search engines drove 5% of visits and purposeful advertising campaigns drove the remaining 1%.

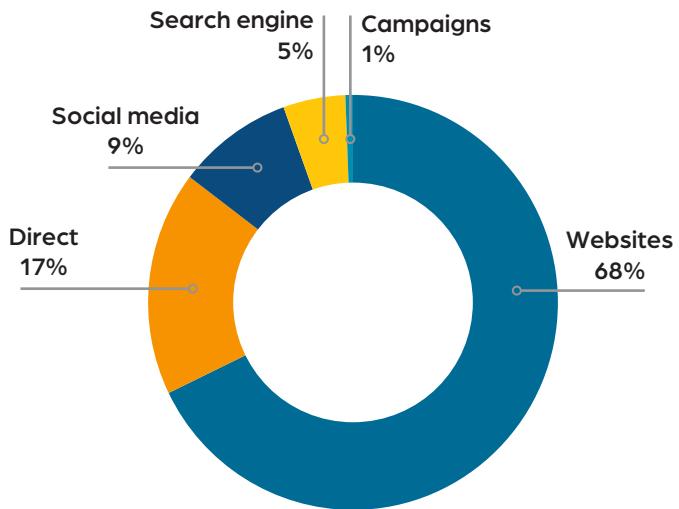


FIGURE 41 – REFERRAL TYPES

Summary of Media Coverage

The following is a summary of media coverage of the 2025 Social Needs Assessment as of September 30, 2025:

- [City of Airdrie Launches 2025 Social Needs Assessment Survey – City of Airdrie](#)
- [City launches 2025 Social Needs Assessment Survey – Airdrie City View](#)
- [Airdrie's social services could be shaped by your feedback – here's how – Discover Airdrie](#)

Newsletter

The 2025 Social Needs Assessment was also advertised in the City's electronic newsletter, City ENews. Information about the survey was included in the March edition, and 174 readers followed the link to the project webpage. In the May issue, the open house was advertised, and two readers followed the link. Finally, information about our Coffee Chats was included in the June issue, and two readers followed the link to the project page from there.

Social Media Metrics

This section breaks down the results of social media posts and advertisements for the 2025 Social Needs Assessment. In the tables below, **Views** are the numbers of times the content was displayed, **Reach** is the number of unique people who saw the content, **Reactions** are responses to the content on social media (such as likes), and **Link Clicks** represent the number of times a viewer followed the link to the project page on Involve Airdrie.

Source	Views	Reach	Reactions	Link Clicks
Facebook Organic Post: March 10, 2025	3,495	2,121	24	46
Facebook Organic Post: March 14, 2025	1,642	1,081	11	9
Facebook Organic Post: March 18, 2025	2,105	1,349	6	3
Facebook Organic Post: March 25, 2025	1,400	972	6	5
Facebook Organic Post: March 29, 2025	2,292	1,418	22	8
Meta Ads: March 11, 2025	60,431	19,034		603
Instagram Organic Post: March 10, 2025	1,288			27
LinkedIn Organic Post: March 10, 2025	468			15
LinkedIn Organic Post: March 14, 2025	308			8
LinkedIn Organic Post: March 18, 2025	451			25
LinkedIn Organic Post: March 25, 2025	586			26
LinkedIn Organic Post: March 29, 2025	266			6
Total	74,732	25,975	69	781

TABLE 2 – SURVEY ADVERTISING RESULTS

Social media posts about the survey were seen 74,732 times by 25,975 unique viewers. 781 of these followed the link to the project page.

Source	Views	Reach	Reactions	Link Clicks
Facebook Organic Post: May 8, 2025	2,167	1,495	2	
Meta Ads: May 8, 2025	95,241	33,423		811
Instagram Organic Post: May 1, 2025	1,753			15
LinkedIn Organic Post: May 8, 2025	600			20
Total	99,761	34,918	2	846

TABLE 3 – OPEN HOUSE ADVERTISING RESULTS

Social media content for the open house was seen 99,761 times by 34,918 unique viewers, and 781 of these followed the link to the project page. Given the high level of reach and number of people who followed the link, this suggests that residents were quite interested in the project, and that the low attendance at the open house (25 attendees) does not suggest that residents were uninterested in this project. One possible explanation is that, having seen the preliminary survey results, residents felt that they were an accurate reflection of the strengths, challenges, and opportunities in our community, and thus did not feel compelled to attend or provide additional input.

Source	Views	Reach	Reactions	Link Clicks
Facebook Organic Post: June 10, 2025	2,627	1,593	5	
Facebook Organic Post: June 16, 2025	1,287	831	4	
Meta Ads: May 22, 2025	68,914	26,528		576
Instagram Organic Post: June 10, 2025	981			9
LinkedIn Organic Post: June 10, 2025	553			33
LinkedIn Organic Post: June 16, 2025	1,022			36
Total	75,384	28,952	9	654

TABLE 4 - COFFEE CHAT ADVERTISING RESULTS

Social media posts and advertisements about our coffee chats were seen a total of 75,384 times by 28,952 unique residents. 654 viewers of these posts and advertisements followed the link to the project page.

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