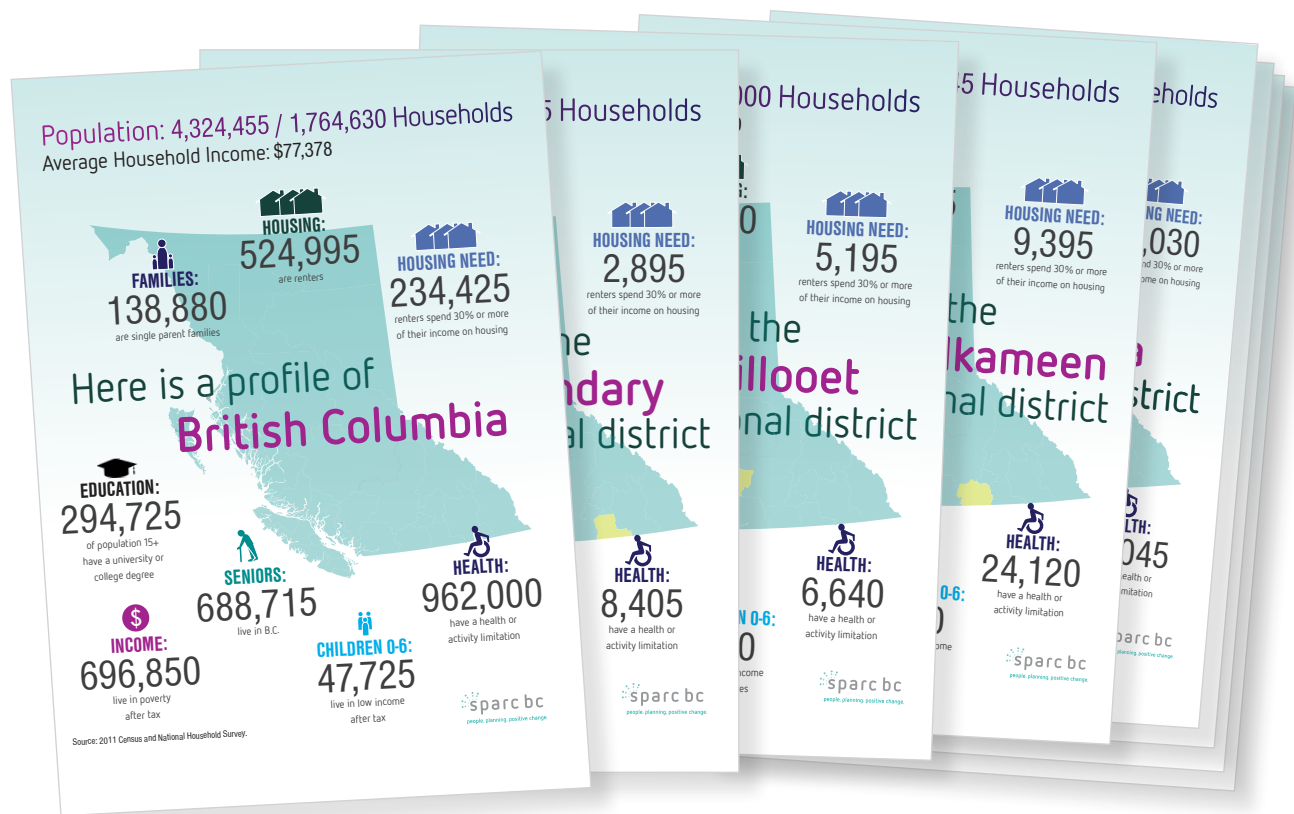


**Title:** Regional profiles of key social and demographic indicators

**Organization:** SPARC BC (Social Planning & Research Council of BC)

## Project summary

SPARC BC works with people and communities across BC to help build a just and healthy society for all. These regional profiles and our participation in the community data program has helped to play an important role in helping us to work with key community partners and stakeholders in addressing existing and emerging needs across communities and in working to advance our mission.



\* Profiles included an overall survey of British Columbia, as well as twenty-nine (29) regions within the province: Alberni-Clayoquot, Bulkley-Nechako, Capital, Cariboo, Central Coast, Central Kootenay, Central Okanagan, Columbia-Shuswap, Comox Valley, Cowichan Valley, East Kootenay, Fraser Valley, Fraser-Fort George, Greater Vancouver, Kitimat-Stikine, Kootenay Boundary, Mount Waddington, Nanaimo, North Okanagan, Northern Rockies, Okanagan-Similkameen, Peace River, Powell River, Skeena-Queen Charlotte, Squamish-Lillooet, Stikine Region, Strathcona, Sunshine Coast, and Thompson-Nicola.

## Community data

There were a number of different data tables that were used to create this profile including:



NHS Profile, 2011

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Age groups of primary household maintainer (13), household total income groups in 2010 (11), housing tenure (4), shelter-cost-to-income ratio (5), housing suitability (3), condition of dwelling (3) and household type (17) for private households, NHS, 2011  
NHS, 2011 - Income and housing - Topic-based tabulations

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Housing tenure (4), age groups of primary household maintainer (8), household type (9) and structural type of dwelling (5) for private households, NHS, 2011  
NHS, 2011 - Income and housing - Topic-based tabulations

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Target group profile of the population with activity difficulties, Census, 2011  
Census, 2011 - Target group profile

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Target group profile of the low income population (LIM-AT), Census, 2011  
Census, 2011 - Target group profile

## About SPARC BC

SPARC BC was established in 1966 and is recognized as a leader in social policy research, planning and program evaluation. We also bring significant experience in community engagement and community capacity-building. SPARC BC is a registered nonprofit society and federally registered charity with a history of more than fifty years of working with people and communities across BC to advance our mission of working together to build a just and healthy society for all. SPARC BC currently employs twenty (20) staff and is governed by a Board of Directors that is representative of the social, demographic, and geographic diversity of the Province. As an organization, SPARC BC is committed to the values of social justice, inclusion, integrity and learning.

Members of SPARC BC's Research, Planning and Consulting team bring significant experience in community social planning, survey design, interview research, community facilitation, community needs assessment, statistical analysis, network and organizational development, as well as program evaluation. Our Research team supports many strategic planning initiatives and brings significant experience in multi-stakeholder research and engagement including significant expertise in program evaluation, performance measurement as well as qualitative and quantitative research methods.

This project was produced through the collective efforts of the members of the Research and Consulting team at SPARC BC including Scott Graham, Associate Executive Director and Manager of Research and Consulting SPARC BC and Jason Copas, Senior Researcher, SPARC BC. The graphic design work for the project was led by Natalie Sorenson.

## Project Team Background

### Scott Graham

Associate Executive Director and Manager, Research and Consulting, SPARC BC

Scott Graham is the Manager of Research and Consulting and Associate Executive Director for SPARC BC. Scott brings significant experience in the design and implementation of community-based research and evaluation and has worked on a number of research projects and initiatives designed to respond to the specific needs of diverse populations.

Scott is known for his expertise in the area of community planning and community facilitation and has led numerous community-based workshops on a range of topics. Scott also brings a strong background in education and place-based planning and has been effective in helping to leverage community investments and resources to respond to the needs of vulnerable and at risk youth, seniors, as well as people with disabilities.

Scott's background includes research and facilitation to help support policies and initiatives designed to provide a better quality of life for Aboriginal families with children, single parent families receiving income assistance, vulnerable seniors and Elders, as well as those who are homeless and 'at risk' of becoming homeless.

Scott has a strong background in leading and facilitating strategic planning and organizational development projects and has worked with a number of different organizations to develop strategies and initiatives to help support and sustain their organizations. This has included work with the Gitksan Government Commission, the Public Health Association of British Columbia, the College of Health Disciplines at the University of British Columbia, the Fraser Basin Council, the Vancouver Foundation, the United Way of the Lower Mainland, the Ministry of Advanced Education, the Ministry of Health, Vancouver Coastal Health and the Canadian Mental Health Association-BC Division.

Scott's formal education includes a Bachelor of Education (with distinction) and a Master of Arts in Theory and Policy Studies in Education from the University of Toronto.

Scott has published several peer-reviewed articles and has produced over twenty community-based plans using a capacity building and participatory action research approach. Scott has successfully collaborated with First Nations and municipal governments across BC on a diverse range of community capacity building projects and community planning initiatives.

## Jason Copas

Project Manager and Senior Researcher, SPARC BC

Jason, a Senior Researcher with SPARC BC, brings significant experience in the design and implementation of community-based research and has worked on a number of research projects and initiatives designed to respond to the specific needs in the community.

Jason is known for his expertise in the area of community social planning and his ability to design and implement large-scale multi-stakeholder research projects. Jason has helped to design and lead a number of community-based projects in the area of housing and homelessness and has worked with a diverse range of community partners in the development of local housing strategies and housing action plans.

Jason has worked on a diverse range of projects which include public, private and non-profit partners as well as institutional clients such as local governments, local health authorities, public libraries and academic institutions. Jason has more than fifteen years of experience in working on issues related to social policy and community development and has published numerous research reports on a range of social policy issues.

Jason brings a strong background in survey and research design including qualitative and quantitative research methods and has worked on a range of community-based strategies and initiatives to help promote greater access to housing and supports for those who need it as well as targeted strategies and initiatives designed to help build and strengthen the social infrastructure for low income single person households, students, seniors and families with children.

Jason Copas holds a B.A. in psychology from the University of British Columbia and a Master's in Urban and Regional Planning from Queen's University where he specialized in human service planning and delivery.

## Natalie Sorenson

Graphic Designer, SPARC BC

Natalie is a Graphic Designer, Artist, and Educator who works with non-profit organizations in BC. Natalie brings her background in visualizing quantitative information to help illustrate data and give research a visual form.

Natalie holds a Bachelor of Fine Arts with a major in Photography from Emily Carr University and a Master of Fine Arts from Simon Fraser University. She teaches at the Visual College of Art and Design in Vancouver.