



1,000 Nova Scotians were asked:  
How should we measure success?

81%

improvement in our  
quality of life

68%

growth in our  
economy

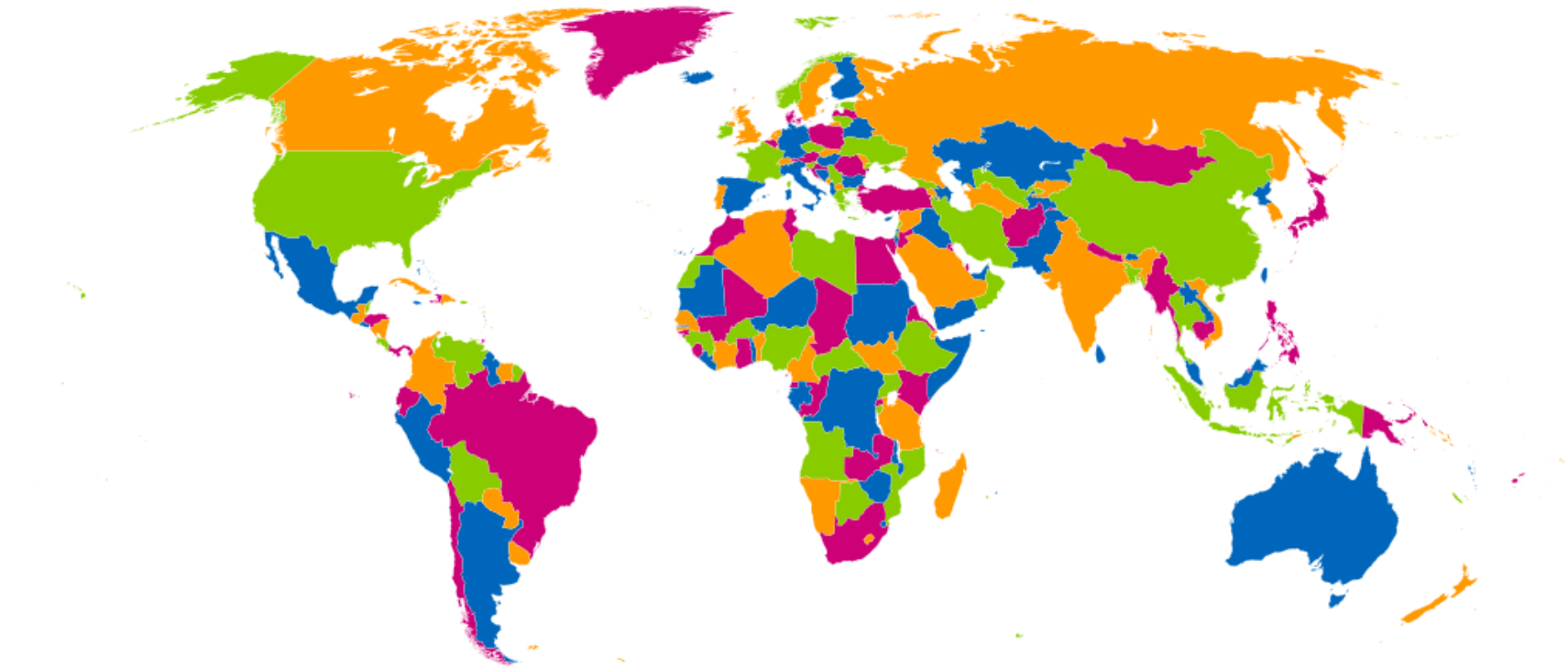
## Quality of Place is driving Economic Vitality

- Increasingly, young talent are choosing a place to live first and *then* finding a job (Gallup).
- 70 percent of young college graduates decide where to relocate based on quality-of-life factors (American Institute for Economic Research).
- Communities where people love where they live do better economically (generally).
- Instead of changing who your community is, it's about being the best version of yourself (Creative Island).
- The relationship between community attachment and talent attraction and retention is surfacing as a global priority.

# *The Cape Breton Advantage*



*What does success look like?*  
*A growing global question*



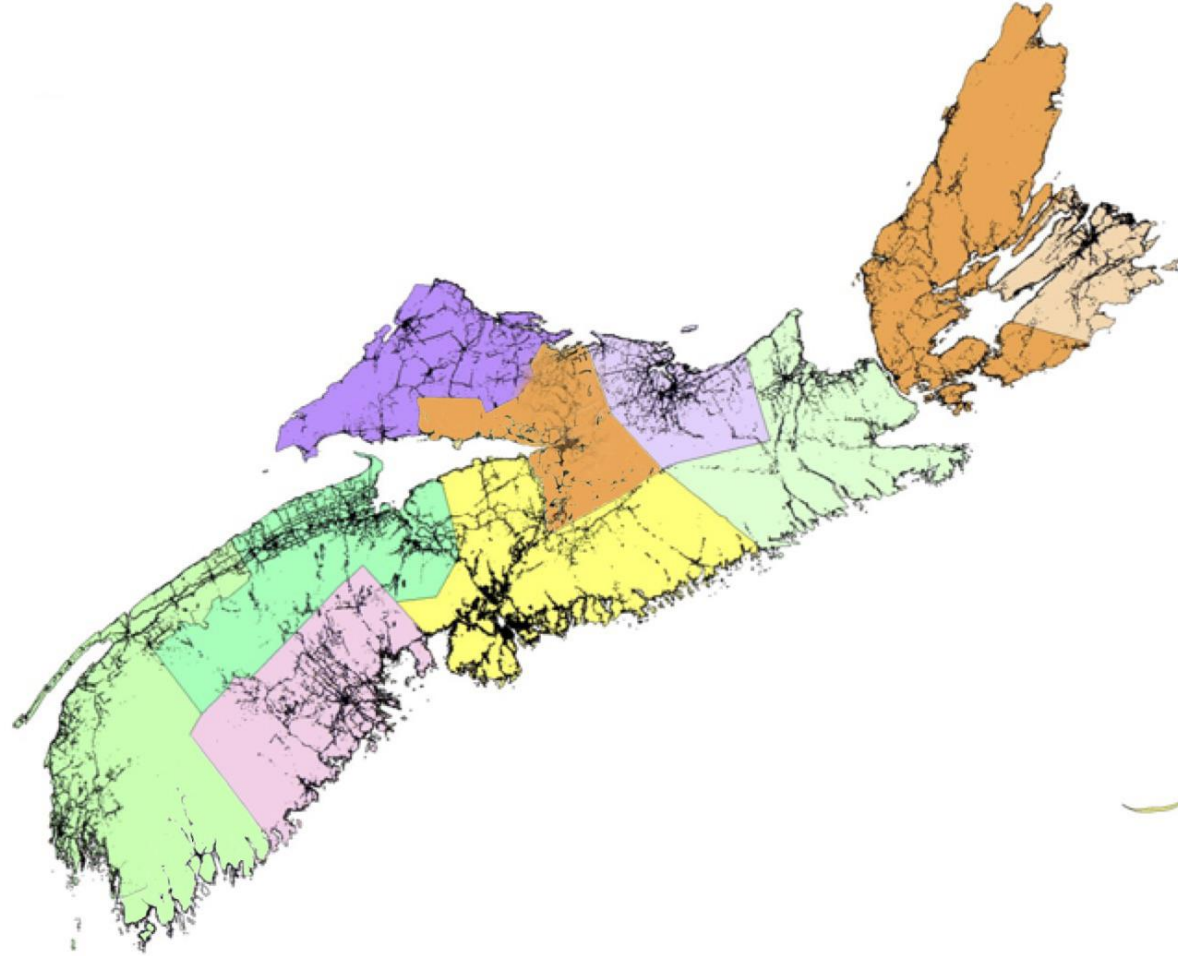
*If you treasure it, you should measure it*

## 12 of 230 Indicators

- Sense of community belonging
- Access to, and quality of, nearby natural environment
- Access to, and quality of internet
- Access to libraries and learning institutions
- Access to, and quality of, health care
- Connection to relatives
- Couldn't buy necessities
- Availability of adult education
- Overall work satisfaction
- Under-employment relative to training or education
- Traffic congestion and commute times
- Trust in others



# *Functional Economic Regions*



## *Strait - Western Cape Breton Local Leadership Team*

Amanda Mombourquette

April Sampson

Lisette Bourgeois

Rodney MacDonald

Diana Poirier

Tom Gunn

Margie Beaton

Kevin Maceachern

Keith MacDonald

Carla Arsenault

Jeremy Martell

Karolyn Aucoin



## *CBRM Local Leadership Team*

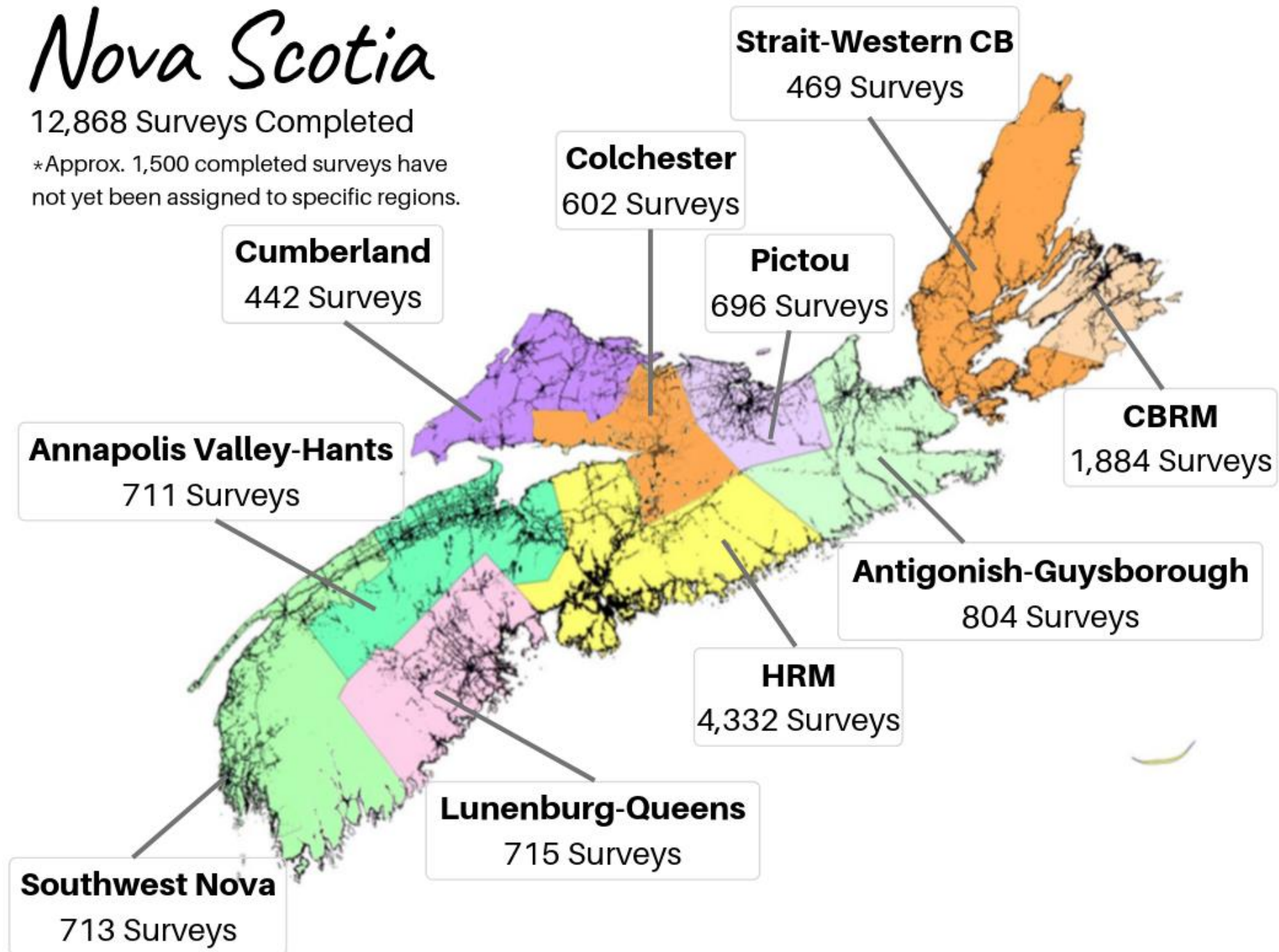
Alex Paul  
Ambrose White  
Bernie LaRusic  
Bob Pelley  
Brenda Moore  
Carla Arsenault  
Chester Borden  
Chris Bellemore  
Colleen Wheeliker  
Megan Tonet  
Dorothy Haliday  
Eric Leviten-Reid  
John MacKinnon  
Michael Kelloway

Larry Maxwell  
Lynne McCarron  
Kathleen Yurchesyn  
Michelle Williams  
Pam Leader  
Sohaila Abdo  
Steve Parsons  
Fred Tilley  
Lori March  
Wendy Stevens  
Lillian Marsman  
Andrea Vokey  
Stephanie MacLean  
Erin Flynn

# Nova Scotia

12,868 Surveys Completed

\*Approx. 1,500 completed surveys have not yet been assigned to specific regions.



# Where from here?

Table B5  
Assessment of Health Care Services in Community:  
Overall Accessibility

Location	n	Percentage of Residents					Summary <sup>a</sup>	
		Poor	Fair	Good	Very good	Excellent	Mean	Std. Dev.
Cambridge	105,913	10.9	26.1	36.6	22.1	4.4	2.83	1.03
Kitchener	191,793	10.5	25.4	36.4	23.4	4.3	2.86	1.03
Waterloo	87,258	9.5	26.2	36.0	22.5	5.7	2.89	1.04
North Dumfries	8,315	12.2	29.1	30.9	26.4	1.4	2.76	1.02
Wellesley	8,230	8.4	18.2	32.3	33.1	8.0	3.14	1.07
Wilmot	16,469	7.2	17.4	42.3	28.7	4.4	3.06	0.96
Woolwich	19,734	8.9	22.3	33.1	31.2	4.5	3.00	1.04
<b>Region Overall</b>	<b>437,712</b>	<b>10.2</b>	<b>25.2</b>	<b>36.3</b>	<b>23.7</b>	<b>4.6</b>	<b>2.87</b>	<b>1.03</b>

<sup>a</sup> Based on a 5-point scale where higher scores reflect higher perceived levels of overall accessibility.

## 2020 and Beyond



More than a report,  
more than a data set,  
more than expert involvement –  
**this is the heart of who we are.**

*Questions?*

