

Tool 1:

Environmental Scan – Identifying Community Features That May Impact Your Approach to Creating and Promoting a Welcoming Community

To be used with: Esses, V.M., Hamilton, L.K., Aslam, A., & Barros, P.R.P. (2023). Measuring welcoming communities: A toolkit for communities and those who support them. *Pathways to Prosperity Partnership*. <http://p2pcanada.ca/library/measuring-welcoming-communities-a-toolkit-for-communities-and-those-who-support-them/>

Before commencing a process of determining the extent to which a community is welcoming, community members may wish to engage in an environmental scan that will provide a common starting point and background for decisions about the priority of characteristics to be measured. The questions below can be used for this purpose.

1. Describe your community in 2-3 sentences.
2. What reputation does your community have?
3. Describe your community's location and size (smaller versus larger community, proximity to other communities).
4. Describe your regional and local economies and labour markets.
5. Describe your regional and local housing markets.
6. Describe your community's demographic composition and trends (e.g., current percentage and characteristics of immigrants, community history of immigration, levels of racial and ethnic diversity, percentage of youth, percentage of Indigenous persons).
7. How has your community changed over the last 5 years? How is it expected to change over the next 5 years?
8. What unanticipated events have impacted your community in the last 5 years (e.g., pandemic, climate change, floods, fires, etc.)?
9. What are the greatest strengths and opportunities in your community?
10. What are the greatest challenges in your community?

11. What are the short-term and long-term goals of your community?

12. What else is important to know about your community?