



July 26, 2010

Hon. Tony Clement
Minister of Industry
235 Queens Street
Ottawa, ON K1A 0H5

Dear Minister Clement;

Pacific Community Resources Society is a non-profit organization that provides over 40 different services from Vancouver to Chilliwack. In 2009, we served over 11,000 people. We serve children, youth, adults and families from a wide range of backgrounds. Our goal is provide quality services.

As part of our continuous quality improvement cycle we review the demographic information of the people that we serve. We then compare this information to data collected from the census. This helps us to ensure that we are reflective of the communities in which we operate. Through this process we have identified trends and gaps in service.

For example, when we reviewed the 2006 census data, we looked at top languages spoken in the home. We then used this information to create communications in the appropriate languages. Our senior managers also led discussions with staff comparing the demographic information of those we served to the census data; this helped us determine methods to and strategies to reach out to more people in these areas. These discussions help us identify new program areas and needs.

We are distressed to learn that the long form would no longer be mandatory. We feel that this could impact our comparison data and in turn affect the services we deliver. We work hard to provide necessary programs in a cost effective manner and this data helps us target our service delivery.

We hope you will reconsider and keep the long form mandatory.

Sincerely,

Ian Mass
Executive Director