Plotting the Future:
Using Data to Plan What's Next for Oakville's Cemeteries



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EA CONNECT 2026

Introducing Oakville



Downtown Oakville



Bronte Outer Harbour



Erchless Estate

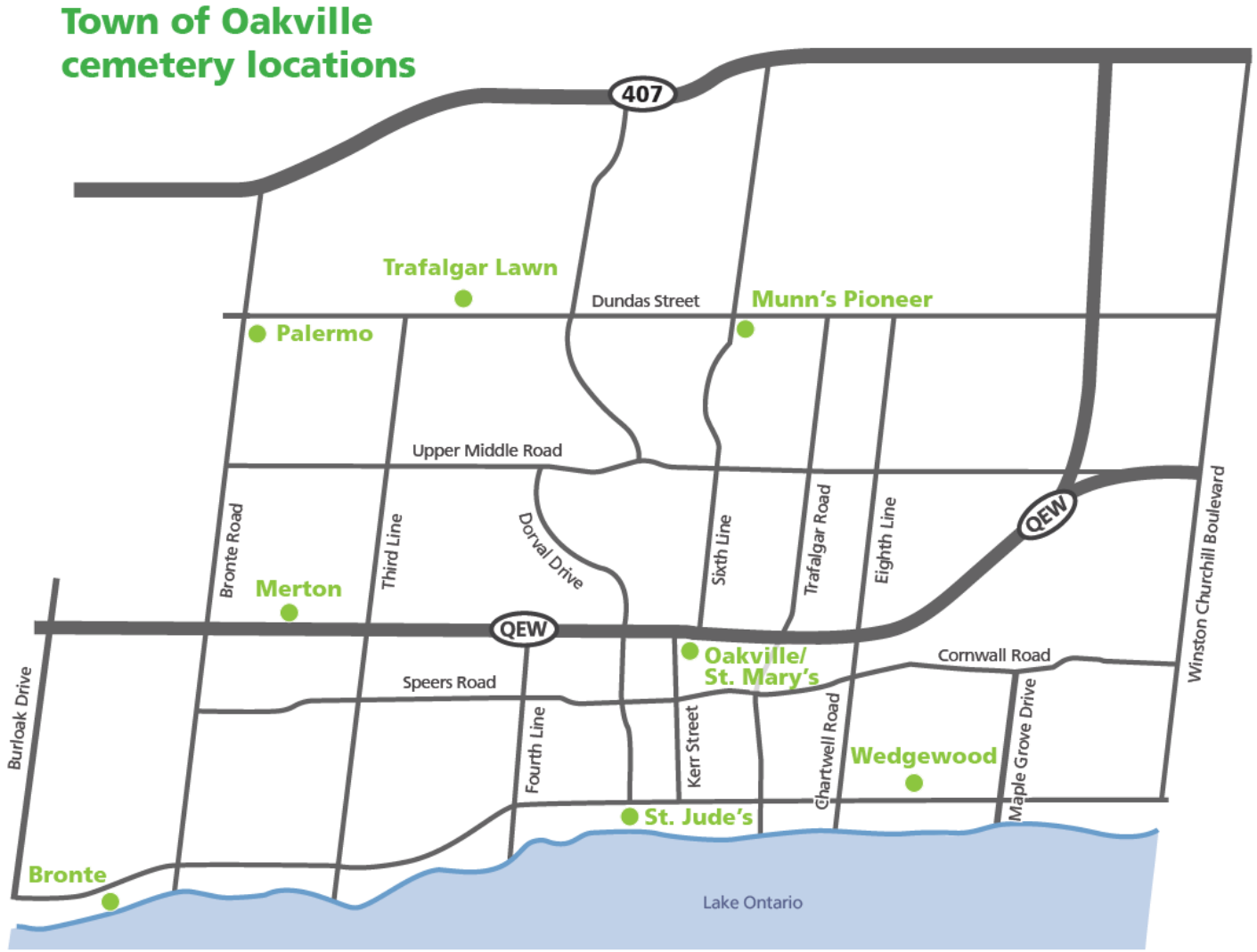
Caring for Oakville's History and Future

What We Steward

- **2** active cemeteries
- **7** pioneer cemeteries
- **250,000+** residents served
- Burial, cremation, memorialization and heritage preservation

More than places of burial.

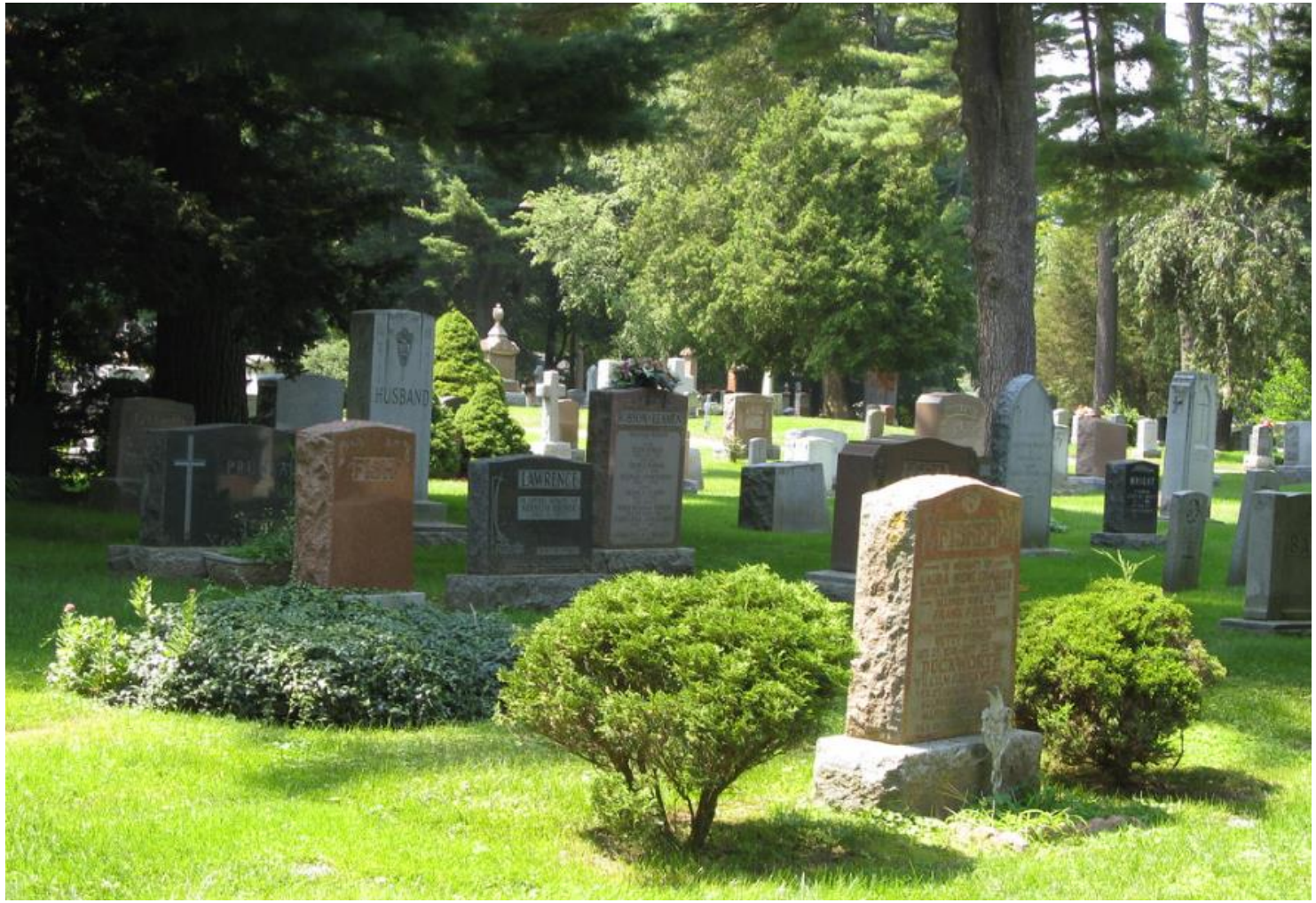
Places of remembrance, heritage, and community connection.



OAKVILLE

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We Thought We Had a Capacity Problem



Current Reality

- We're running out of space

The Real Question

- Who are we planning for?

What We Needed to Know

Future Demand

What services will be needed?

Future Residents

Who are we planning for?

Community Change

How is Oakville changing?

Service Evolution

How should we respond?

Moving From Assumptions to Evidence

What We Had

- Observations
- Experience
- Assumptions

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Environics Analytics

- CommunityLife
- Opticks powered by Numeris
- DemoStats
- PRIZM®
- MoverStats
- SocialValues
- NewToCanada
- WealthScapes

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What We Got

- Validated insights
- Quantified Trends
- Evidence-based planning

The Future Customer May Not Look Like the Historical Customer



Increasing Diversity

Oakville continues to evolve and become more diverse.



Growing Faith Communities

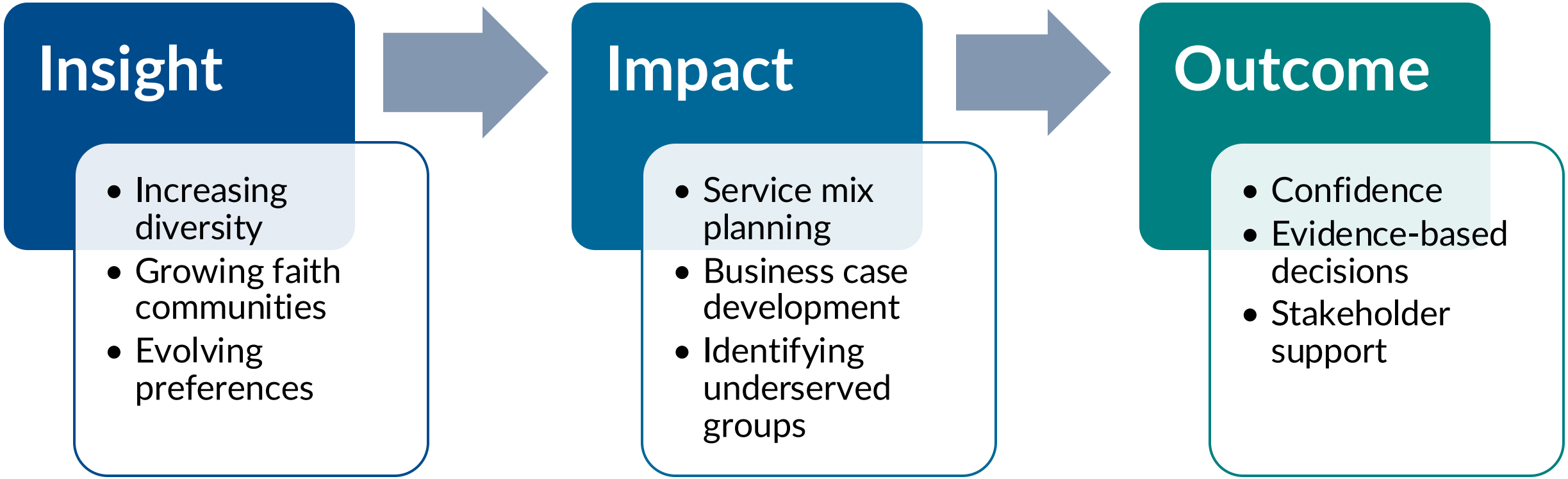
Several faith communities are growing and will play an increasingly important role in future service planning



Broader Service Expectations

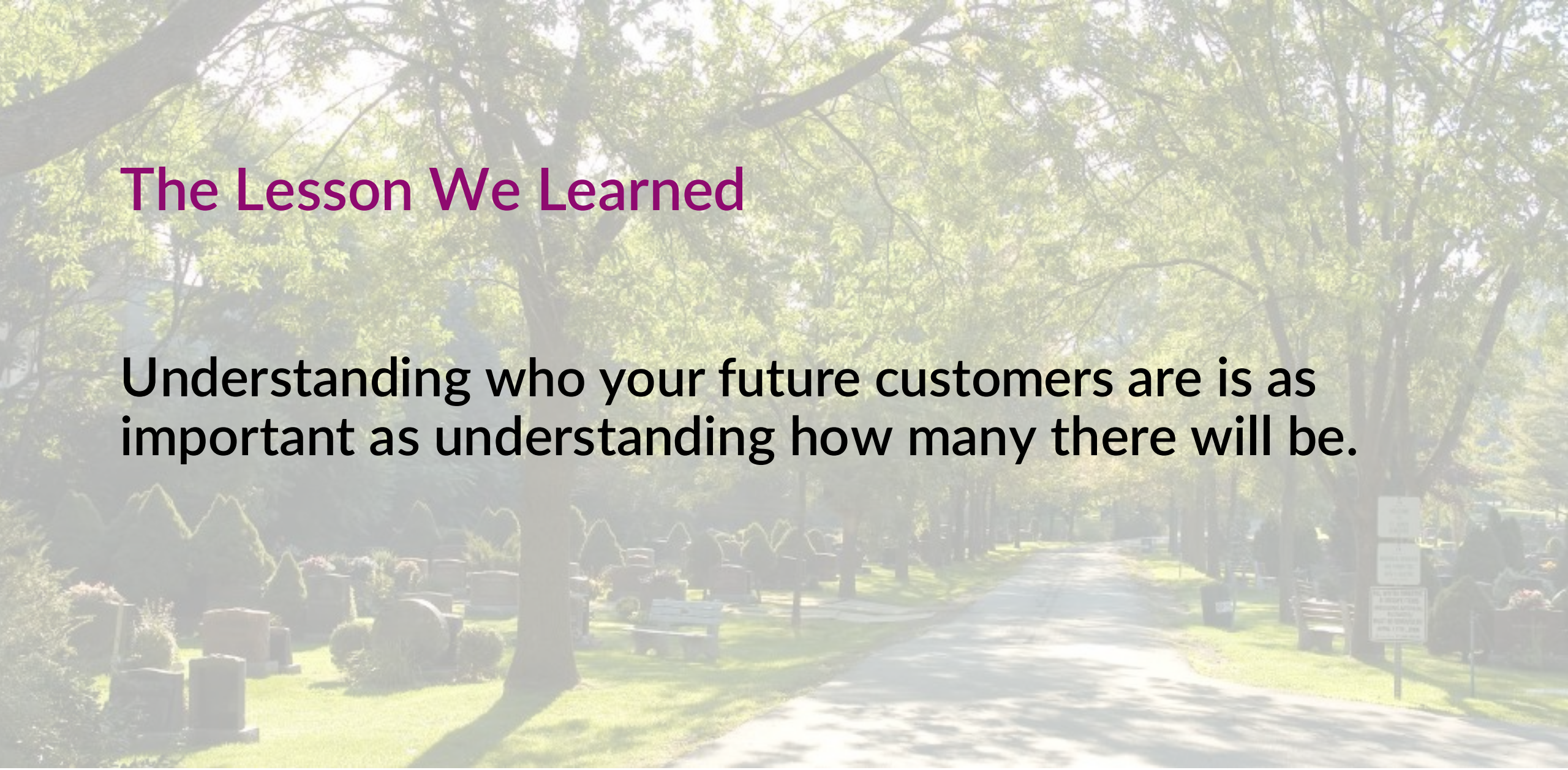
Demand exists for both traditional burial and cremated remains options, along with interest in green burial practices.

From Insight to Action



The Road Ahead





The Lesson We Learned

Understanding who your future customers are is as important as understanding how many there will be.