

Integrating CDP into FedNor's Toolkit

Using community-level data to support
strategy, engagement, and measurement



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario

Canada

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The Prosperity and Growth Strategy for Northern Ontario (PGSNO)

The Government of Canada's plan for economic development in Northern Ontario

Launched in 2018

Place-based: tailored to regional realities

Areas of focus:

Building Stronger Communities



Help communities better respond to economic opportunities and challenges

Growing Companies



Enhance the delivery of supports to grow competitive companies and stimulate economic growth

Supporting Innovation



Strengthen the regional innovation ecosystems to support new advancements and growth

PGSNO Progress report 

Engagement highlights (2024)

FedNor spent **from July to November 2024** engaging with stakeholders across the region to review the progress made, discuss gaps and opportunities, and identify new priorities and actions for the future.

22

Roundtable discussions

300+

Stakeholders participated

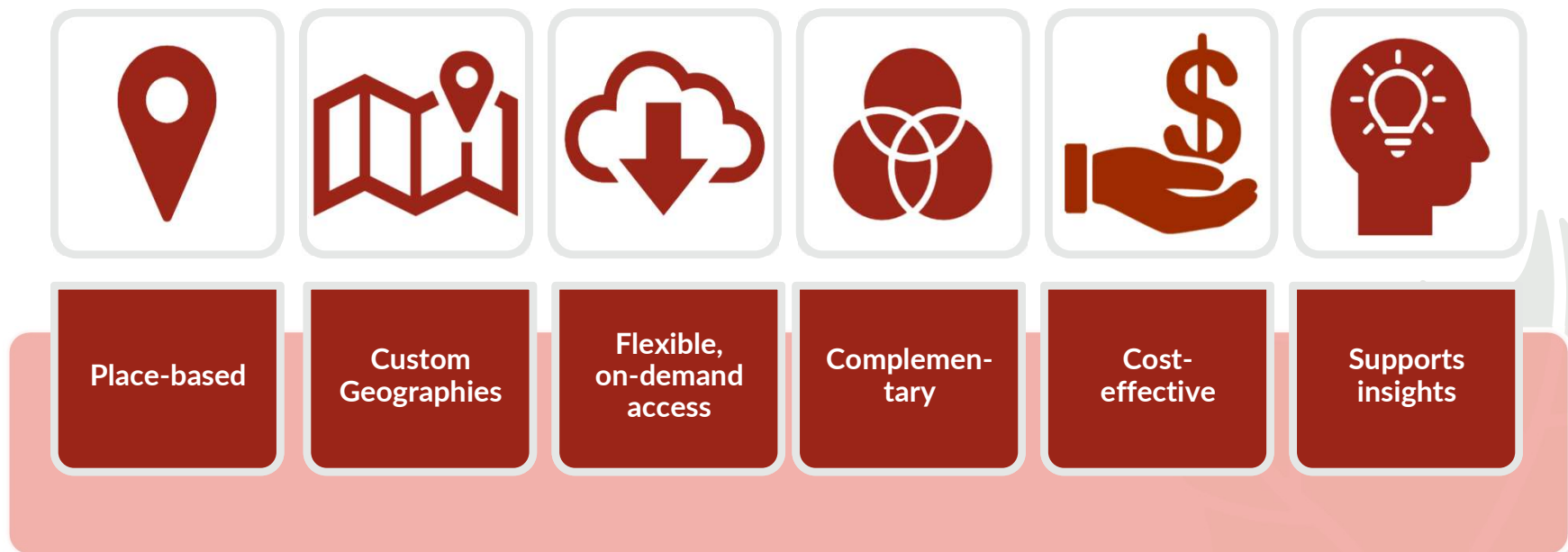


Online survey and written feedback

What We Heard report



Why is CDP a good fit for FedNor



Using CDP data to support engagement

Diverse data sources: including Statistics Canada, CDP, Lightcast, IRCC

Topic-specific backgrounders for facilitators and staff.

Strategic conversations during engagement sessions.

Backgrounders included:

- High-level economic and policy context
- Demographic snapshots
- Recent trends
- Key issues and opportunities
- Federal and provincial programs

Goal: Frame strategic discussions, not cover all technical details.

Results: Revealing insights, productive discussions

Using CDP data for tracking and planning

Identify gaps and trends post-engagement to support:

- Draft strategy development
- Visual dashboards and maps
- Funding assessments
- Performance measurement and reporting

Housing



Data: Core Housing Need, Rents, Dwelling Types, Building Permits

Use case: Track needs in underserved communities

Business Supports



Data: Business Counts (including size and industry), Education

Use case: Guide investments on SME support

Workforce & Immigration



Data: Labour Market, Components of Population Change, Language, Longitudinal Immigration Database

Use case: Inform workforce and immigration strategies

Equity & Inclusion



Data: Target Group Profiles, Income, Employment

Use case: Monitor access and trends for equity-deserving and seeking groups

Toward Better Regional Data

If you could add one dataset to your toolbox, what would it be?

Persistent data gaps

- More frequent data, similar to the *Survey on Financing and Growth of SMEs*
- Labour Force Survey at the Census Division level (mostly ER/CMA)
- Exports and Imports
- Regional GDP

Parallels

- Are there parallels with your current data needs?
- What other data do you rely on—or wish you had—to support your work?

Opportunities for collaboration

- Align efforts to meet shared data objectives
- Identify common priorities to support bulk data purchases
- Leverage best practices across organizations

Strengthening data through partnership

- Build partnerships to strengthen socioeconomic measurement
- Support PGSNO dissemination while advancing regional data capacity

Next Steps



Finalize the refreshed PGSNO – Prosperity and Growth Strategy for Northern Ontario



Align measurable indicators with relevant datasets (including from CDP) to support:

- Performance monitoring
- Annual internal reporting
- Development of economic intelligence products, including regional profiles and dashboards

Questions & Wrap-Up

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