# Measuring Main Streets

## DATA-DRIVEN INSIGHTS FOR SMARTER INVESTMENT, POLICY, AND COMMUNITY DECISIONS

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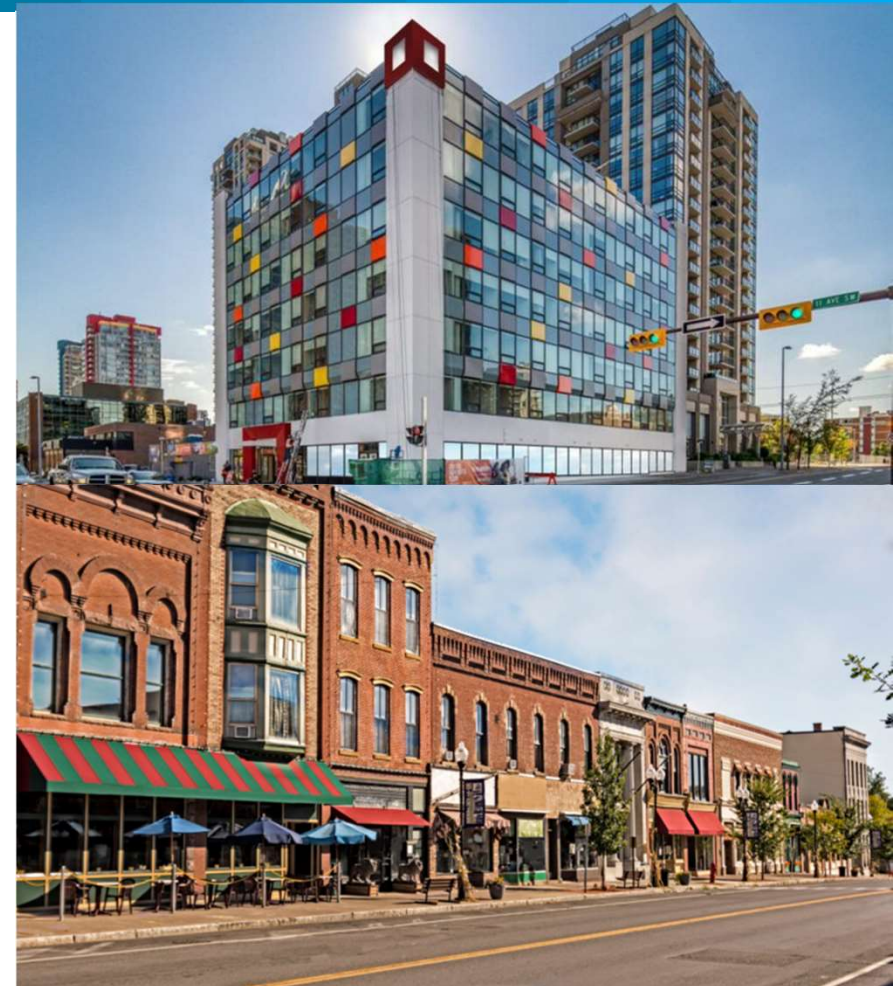Canadian Urban Institute    Institut Urbain du Canada

# Background

## Who is the Canadian Urban Institute

- National Not-for-Profit with 30+ years of city-building and place-based solution experience

## What we do

- Connect

- Catalyze

- Communicate

# Measuring Main Streets

- Started as a research project funded through the Research and Knowledge Initiative (RKI)

- Focused on main streets and their level of resiliency during the COVID-19 Pandemic

- A national data platform with a new scale to explore and attach urban data

- https://measuringmainstreets.ca/

| 280,000 | 1.9 million | $300 billion |
|---|---|---|
| Main Street Businesses | Jobs Provided | Annual Revenue |

| 85% | 98,000 |
|---|---|
| Canadians live within 1km of a main street | Civic Infrastructure and community assets |

# Applications

## Challenge Mitigation

Assessing tariff, construction, and climate-related disruptions to support advocacy.

Measurable, time-based insights.

## Leveraging Opportunity

Measuring the impact of events, infrastructure improvements, and long-term economic gains.

## **Policy Strategy**

Use insights to inform data-backed policy development and program delivery.

# Measuring Main Streets Dashboard

- Data-driven insights for local communities