



Community Data Program

Enabling communities across Canada to measure and track local well-being

Report of the Annual Meeting, 2018

Contents

Meeting Agenda.....	2
Wednesday May23 Workshop.....	6
Annual Meeting Participants.....	8
Actions Arising from Annual Meeting.....	10
Annual Meeting 2019.....	14



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Meeting Agenda

Dates

Wednesday, May 23rd, 2018
1:30 pm to 4:45 pm

Thursday, May 24th, 2018
8:30 am to 5:00 pm

Friday, May 25th, 2018,
9:00 am to 12:00 pm

Location

Wellington-Dufferin-Guelph
Public Health
160 Chancellors Way
Guelph ON N1G 0E1

Hotel

Royal Brock Hotel
716 Gordon St, Guelph, ON
N1G 1Y6

Or

Delta Hotel
50 Stone Rd W, Guelph, ON
N1G 0A9

Host

Blair Hodgson, Health Promotion Specialist
Wellington-Dufferin-Guelph Public Health
T: 1-800-265-7293 ext. 4312
Blair.Hodgson@wdgpublichealth.ca

Webinar

The meeting was broadcast via webinar for those who unable to attend from
<https://cdp.adobeconnect.com/cdp2018annualmeeting>.

Purpose

1. Network and share information among Lead organizations
2. Generate input to program decisions and strategic direction
3. Provide information updates by Community Data Program Team and CCSD

Agenda: Wednesday, May 23, 2018

Data Workshop: Using data to understand poverty

1:30 pm – 4:45 pm, break at 3:00 pm – 3:15 pm

0.1	Data workshop on poverty lead by Jasmine Ing (City of Calgary) and Heath Priston (Toronto)	3 hours
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Agenda: Thursday, May 24, 2018

1 Breakfast / Meet & Greet



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8:30 am – 9:00 am

1.1	Meet and greet (breakfast)	30 mins
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2 Welcome

9:00 am – 9:15 am

2.1	Welcome by Host, <i>Blair Hodgson and Jennifer MacLeod, WDG Data Consortium</i>	5 mins
2.2	Opening remarks, <i>Katherine Scott, VP, Research, CCSD</i>	5 mins
2.3	Purpose and structure of the meeting, <i>Michel Frojmovic, Lead, CCSD Community Data Program</i>	5 mins

3 Highlights from 2017-2018 and Plans for 2018-2019

9:15 am – 10:15 am

3.1	Highlights from the 2017-2018 Annual Report, <i>Michel Frojmovic</i>	20 mins
3.2	Presentation & Discussion: communitydata.ca website renewal, <i>Michel Frojmovic</i>	40 mins

4 Presentation: Manitoba Collaborative Data Portal

10:15 am – 11:00 am

4.1	Manitoba Collaborative Data Portal (MbCDP)	45 mins
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Morning Break: 11:00 a.m. to 11:15 a.m.

5 Presentation & Discussion: Data Acquisition and access

11:15 am – 12:30 pm

5.1	Update on census acquisition, <i>Michael Ditor</i> Including census custom geographies, Equifax & TransUnion, Postal Code Conversion File, Envision and looking for a Data Visualization alternative Status of Taxfiler data, including CSD and custom geos Discussion/suggestions for future acquisitions	75 mins
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Lunch: 12:30 pm to 1:30 pm

Announcements: CDP Award Presentation

1:30 pm – 1:45 pm

6 Presentation & Discussion: Capacity Building & Training



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1:45 pm – 3:00 pm

6.1	Existing tools, approaches and new directions for 2018-2019, Katherine Scott & Mary Clarke Presentation on CDP tools, Search Data by theme, Webinar series, DIY Infographics and Data Access Map; survey results, data training workshop at 2018 Annual Meeting	45 mins
6.2	Wellington-Dufferin-Guelph Public Health: Using CDP Data to Create Interactive Dashboards	30 mins

Afternoon break: 3:00 pm to 3:15 pm

7 Presentation & Discussion: New Partnerships

3:15 pm – 4:45 pm

7.1	Progress report on the Local Immigration Network pilot and plans for 2018-2019, Michel Frojmovic & Lisa Davis (remote)	45 mins
7.2	The 211 initiative, Heath Priston & 211 representatives: Kathy Kelly, Findhelp Information Services, Operator of 211 Central Ontario, and Harvey Low, City of Toronto, Social Policy, Analysis and Research	45 mins

8 Conclusion of Day 1, Looking Forward to Day 2

4:45 pm – 5:00 pm

8.1	Preparation for Friday morning discussion, Mary Clarke	10 mins
8.2	Concluding remarks Katherine Scott	5 mins

Dinner event: 6:00 p.m.

Agenda: Friday, May 25th, 2018

9 Roundtable 1: How To Run a Consortium

9:00 am – 9:45 am

9.1	Roundtable discussion, facilitated by Mary Clarke	45 mins
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10 Roundtable 2: Opportunities and strategy for future partnerships between the CDP and “sector consortia”

9:45 am – 10:30 am



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10.1	Partnerships with 211, National framework for partnership, Partnership for sectors, <i>facilitated by Katherine Scott</i>	45 mins
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Morning Break: 10:30a.m. to 10:45 a.m.

11. Roundtable 3: New Program Tools

10:45 am – 11:40 am

11.1	Priorities and opportunities for new tools: Easy ways to visual and analyze data, <i>facilitated by Michael Ditor</i>	55 mins
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11 Wrap up

11:40 am –12:00 pm

12.1	Announcement of 2019 CDP meeting host, <i>Michel Frojmovic</i>	10 mins
12.2	Concluding remarks & Acknowledgements <i>Michel Frojmovic, Katherine Scott</i>	10 mins



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Wednesday May23 Workshop

Attendance: Mike, Mary, Katherine, 25 participants in person, 2 participants online

Jasmine Ing (City of Calgary) and Heath Priston (City of Toronto) presented the definitions of poverty and different ways of measuring poverty. The group brainstormed the following ways of looking at poverty:

- Material, cultural and social deprivation
- Value in focusing on income (after-tax) - simple!
- Well-being (democratic, engagement, community involvement)
- Social determinants of health
- Wealth, property, assets, debt
- What do people need to thrive? (not deprivation)
- Living wage, working poverty
- Number of people in low income or poverty
- Polling (e.g., Vital Signs) - worries, thresholds, hopes
- Inequity
- Access to services and infrastructure
- Only measuring income is not enough
- What about income that is not reported?
- Community assets
- How many pay cheques away from losing something? RISK
- Stories to accompany the numbers

The break out groups talked about community poverty project files and discussed how they can be used and altered to better define poverty. Groups were led by Mike, Katherine, Jasmine, Heath and Blair.

Notes from the break out groups on the tables:

Topic 1 Families and Children



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- Economic families, more categories than just 40+, decile instead of income quartile
- Activity by severity - new and exciting!, breakout visible minority, francophone
- Table 12, copy age breakout to family table
- Also integrate sex
- Economic families, breakout other family category with grandparents

Topic 2 Housing (9a)

- how many units are we short?
- Do we need tables to be split?
- Crowding/suitability is missing
- Subsidized housing is missing
- Dependents (not just children, but grandchildren, disable adults, etc)
- Is your house accessible for you NOW?
- homeless
- waiting list for subsidized housing
- Presence of children (<18, >18)

Topic 3 Language and Culture

- custom geos
- multiple low income lines in one table
- any other bench marks? living wage, etc.
- Table 2 - is ethnic origin useful? visible minority used in Vancouver

Topic 4 Education and Employment

- Table 3 - precarius employment (United Way scale), reasons for part-time employment
- Think about policy/action

Topic 5 Income (table 5, 6)

- Understanding asset, debt, etc. beyond income
- Calculated financial interest
- More specifics about different groups



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- Recent arrivals and categories that are more meaningful and policy oriented than 5 year gaps

Annual Meeting Participants

CCSD/CDP Team

Mary Clarke	CCSD
Mike Ditor	CCSD
Michel Frojmovic	CCSD
Katherine Scott	CCSD

CDP Leads

Alison Gerrits	Bow Valley
Hanah Itner	Brantford
Jasmine Ing	Calgary
Sonya Hardman	Durham
Lorri Kerrigan	Erie-St. Clair
Karen Loney	Erie-St. Clair
Laura Zettler	Erie-St. Clair
Anthony Campese	Halton
Ted Hildebrandt	Halton
Louisa wong	Hamilton
Laurie Dixon	Kingston
Mo Jeng	London
DJ Grewal	Northern Ontario
Alex Ross	Northern Ontario
Chenlu Shao	Nova Scotia
Kevin	Peel
Olga Belanovskaya	Simcoe
Victoria	Simcoe
Michelle	Simcoe
Heath Priston	Toronto
Peter Marriott	Vancouver
Alfiya Battalova	Vancouver
Arianne Folkema	Waterloo
Ross Graham	Waterloo
Blair Hodgson	WDG
Jennifer Macleod	WDG
Natalie Hui	York
Chris Green (Online)	Winnipeg



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David Godfrey (Online)

New Brunswick



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Actions Arising from Annual Meeting

PA1 Program Leadership

Leadership

- More materials to assist with local marketing,
- Update the Benefits of Membership page with more detail (also put it somewhere easy to find - I can't actually find it again)
- Prepare a new renewal package focused on the benefits of the CDP. Design it for consortia whose MOA is being renewed, but share this with all leads. Include a cover letter stating Value added - why should I pay for what I can get for free?
- Some ideas:
 - As part of demonstrating the benefits of membership, provide a list of products that members receive from the CDP that they can't get for free
 - Collect and then provide some examples of cost savings by members (will vary between members)
 - Spell out what each type of product is and what it costs – PCCF is a great tool
 - Spell out which data providers we work with
 - Design marketing pitches oriented towards specific sectors
 - Absorb some members without much cost saving = more creative working group
 - For membership renewal (Why you should become a member?):
 - What data sets do they get that they can't get for free (very clearly). Free data vs CDP data; costs of going it alone vs cost of CDP
 - Rely on plain language and real stories of members – public health, PCCF

Partnerships

- Need to clarify the ask from 211.
- Follow-up with 211 and arrange a call with interested Leads (CDP will coordinate details of partnership before such a call).
- Develop a set of principles to guide partnership work (already identified in Strat Plan) . One outcome of the LIPs partnership is to better understand these criteria.

Website launch

- Deadline for pre-launch feedback is Friday, June 1.
- Update the front page video, focus on WHY my organization should join the program less about HOW the program works.
- Update the orientation presentation
- Update the “How to find data” video



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- Hard launch will involve a notice to all users and a news item.

PA2 Data Acquisition & Access

Data Acquisition

- Follow up on data requests with Stats Can, especially timing of custom geo requests
- Talk with STC about a new pricing policy and better resourcing our ask.
- Confirm when taxfiler census geographies will be updated to 2016
- Confirm which geographies are being used for the backorder of taxfiler tables going back to 2004
- Provide DPAWG the overview of the 2016 Census order/latest short list of data being ordered or priced, including list of 43 tables at custom geos being priced.
- DPAWG to begin working on "short list" for 2018-2019 Census data order.
- DPAWG to prepare a specific order for the IMDB.
- Acquire Census Block population counts for mapping purposes
- Ask STC about CCHS at CD or CSD geography for selected geos
- Provide custom geography shapefiles as a resource along with description of the geographies, to be collected from the submitting members.
- Share Excel spreadsheet presented by Heath with a small group of leads for feedback and then share as a resource to members

Drupal Project for 2018-2019

- Downloading: Confirmation email no longer includes link to data product that has been acquired
- Data Accounts:
 - Add a column that can be sorted that is helpful for finding data - either Product group or Product year.
 - Data products are sorted by order of when product was first acquired, not most recent acquired. Can default be changed to most recent acquisition.
- Rethink the Topics tool
 - Topics dropdown: make it easier to navigate
 - The list of topics is too long. Create a hierarchy that can be linked
 - Consider a return to the at-a-glance grid
 - Users like topics displayed all together on page
 - Add ability to filter catalogue results

PA3 Training & Capacity Building

DIY Infographics

- Test DIY in screen reader for accessibility.



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- Make it clearer that “create your own community report” leads to the DIY infographic
- Village of 100 infographic does not have the data converted to base 100
- Make DIY infographic source file available from the website for downloading.
- Separate out the list of variables from the instructions. Right now, this list is buried at bottom of page
- Problem with variables that rely on CDP tables (as opposed to those linked CANSIM tables) – when you click on the table, it sends you to shopping tool. Once a download is complete, the tool kicks you back to the Find Data page, and not to the list of DIY variables. Provide instructions to open new tab when accessing tables.
- For CANSIM tables, there is no information for communities under 10,000. This raises a question as to whether we should always point to the CDP table if we provide all the geographies a member might be looking for.

The Community Data Access Map

- Prepare 2018-2019 agreement with web developer
- Make the map more visible. The sub-menu should be more explicit about “Build your own infographic” – and the data access map should be linkable from the top. Or perhaps side-by-side
- Update the data and add new infographics
- Data Access Map should provide data as ready-calculated indicators for the DIY Infographics (shouldn't need math). Will also provide original data.
- Create a how-to Video on how to create an Infographic tied to the Data Access Map
- Update consortium boundaries, including Calgary boundaries which now extend to CMA.
- Insert a simplified version of the map to the top of the consortia page, navigable from the map to each consortium page

Data visualization tool

- Price Mango Maps and Tableau – enterprise
- Assumptions:
 - Users want to pick from a large volume of possible variables of importance to them
 - Users want to do it easily – no math, no downloading, no geomatics.
 - Leads that already support data visualization tools may be quite happy to have a portal offering similar tools.
 - Maps are a far more challenging output than infographics, charts, dashboards.
- Cost a custom data visualization tool:
 - Consider Tableau as a template
 - Click on dozens of indicators
 - Create reporting templates – infographics (not necessarily mapping)



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- Link indicators and templates to a map that allows selection of any geography - including custom geographies, and including multiple geographies
- Use summer students to compile data

How to run a consortium

- More support / ideas for hosting local consortia meetings.
- For next year: add more time to how to run a consortium workshop component
- Host a webinar on “How to run a consortium” in the fall of 2018 to continue the roundtable discussion started at the annual meeting. Allow Leads to set agenda.

Training videos

- Mini-videos would be useful for training at local consortium meetings
- Make the videos fun, ie.. “make data delicious” to make data less intimidating
- Create a few stories from real users on how they use data for the membership renewal package, ie. Joe from Calgary works for the City. He logs on to communitydata.ca to download files from the taxfiler data. He uses the information to see how household income changes in his city. He can then see how many people are living in poverty and how many people might be eligible for reduced rates for transit passes. Very plain language! Ask Sonia (Durham), Karen (Erie-St-Clair)

Webinars

- Organize a credit rating data webinar
- Engage STC about their national housing database work in the form of a webinar

PA4 Networking & Communication

Networking

- Provide more time next year for networking and sharing experiences

Newsletters & notifications

- Confirm that Mailchimp goes out to all registered users, regardless of whether they are active
- Check with Erie-St. Clair about members not receiving newsletters

Resources

- Get these into our resource list: [Municipal Benchmarking Network](#) and [CANUE](#)
- Add Manitoba Collaborative Data Portal as a Resources Tool and a Member tool
- Link to Halton DAC video on Data’s Delicious



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Annual Meeting 2019

- Date: May 22-24, 2019
- Host TBD – Nova Scotia is being asked to confirm the offer made at the 2017 meeting, Calgary has also offered to host.