



Community Data Program

CCSD's Flagship initiative

Canadian Council on Social Development

Community Data Program

Report of the Annual Meeting for the 2014-2015 Program Year

May 21-21, 2015

Montréal, Québec

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Participants

Bow Valley: Alison Gerrits

Calgary: Paula Yung

Durham: Sonya Hardman

Erie-St.Clair: Ramsey D'Souza, Sandra Smith

Halton: Anthony Campese

Hamilton: Louisa Wong

Kingston: Cheryl Hitchen

London: Momodou Jeng

Montréal: Jean Isseri, Gheorghe Toporan, Isabelle Lépine, Nancy Truchon, Valerie Plante, Eve-Lyne Couturier

Parry Sound-Nipissing: David Plumstead

Peel: Andrea Dort

Sudbury: Joseph Leblanc

Sudbury: Marc Lefebvre

Toronto: Heath Priston

Vancouver: Lorraine Copas

Waterloo: Margaret Parkin, Arran Rowles

Wellington-Dufferin-Guelph: Auburn Larose

York: Nathalie Hui, Maria Leonis

CCSD: Katherine Scott

CCSD/CDP: Michel Frojmovic, Brendan Rahman, Michael Ditor

Regrets: Wood Buffalo, Red Deer, Regina, Winnipeg, Oxford, Niagara, Simcoe, Peterborough, Ottawa, Saint John

Meeting Notes

1. Introduction

1.1 Meet and greet

1.2 Opening remarks, Katherine Scott, VP Research & Policy, CCSD

1.3 Purpose and structure of the meeting, Michel Frojmovic, Lead, CCSD Community Data Program

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

2. Review of 2014-2015

2.1 Review of 2014-2015, Michel Frojmovic

- See Annual Report pp. 6-20

2.2 Review of data usage in 2014-2015, Michel Frojmovic

- See Annual Report pp. 21-24
- Sources for collecting data on reporting on CDP metrics include community snapshots, consortium sub-sites, and annual pre-meeting survey
- The metric on #of publications should be defined as “products” that rely on CDP data as an input. Sudbury raised the question as to whether multiple maps that are components of a single document or website section should be considered counted as individual products or collectively as one document (one report, one atlas, one website section –e.g. “demographic profiles. An interactive map would be considered as a single product.

3. Presentations by members on data use cases

3.1 Presentations of data use cases by consortia

- [Andrea Dort \(Peel\), Dynamic Ward Profiles](#)
- [Sonya Hardman \(Durham\), Health Neighbourhoods](#)
- [Maria Leonis \(York\), Web-based application presenting CDP and program data by Census Tract and Electoral Ward](#)
- [Heath Priston \(Toronto\), CDP data use by City Department and NGO members, Toronto Well Being](#)
- Valerie Plante, (Montréal), Words of welcome from the City of Montréal
- Gheorghe Toporan, (Montréal), Atlas citoyen
- [Eve-Lyne Couturier, \(Montréal\), IRIS and the use of community data](#)

- [Sandra Smith, \(Erie St. Clair\), Overview of the Erie-St. Clair Regional Community Data Consortium](#)

4. Plans for 2015-2016

4.1 Program leadership

4.1.1 Review of Program Steering Committee, Michel Frojmovic, CDP Lead

4.1.2 Overview of Work plan and budget for 2015-2016: Michel Frojmovic, CDP Lead

- See Annex A and Annual Report p. 30-32

4.2 Data purchase and access

4.2.1 Review of Schedule B for 2015-2016: Brendan Rahman, CDP Data Curator

ACTION: Revise Schedule B on the basis of the discussion associated with this agenda item.

The following notes capture some of highlights of the discussion.

Target Group Profiles

- Gaps in the Target Group Profiles: Not all NHS variables are included in the TGP. Target groups are not cross-tabulated by any of the housing variables. The TBT/ CPP tables can be used to fill some of these gaps.
- General agreement that the activity limitations survey data are difficult to use and do not correspond well with the target population of disabled persons.
- Acquire TGPs at custom geographies, with the exception of the subsidized housing profile. The subsidized housing definition does not seem consistent with established definitions.

Community Poverty Profiles

- Continue acquiring these tables at standard geos. The CPP series is of considerable importance to the CDP due to the continuity it offers from the earlier UPP series. Consider not ordering only those tables that ranked low relative to other TGP and TBT tables.
- Calgary made a special request for CPP10a
- CPP tables will include CSD and CT as the smallest geographies. DA is not feasible.
- Some CPP tables at custom geographies will be considered. If possible, CPP tables dealing with housing should be made available at custom geos
- Confirm whether CPP tables can be generated at custom GEOs due to data suppression.

Topic Based Tabulations

- First table under batch 4 (p.14) received general approval. (Aboriginal identity (8), condition of dwelling (4), number of persons per room (5), age groups (7), sex (3), area of residence (10), for the population in private households)
- Preference stated of NAICS over NOC for employment categorization.
- Acquire only the highest rated TBT tables at custom geographies.

Custom Taxfiler

- Continue ordering this product annually
- ACTION: Include a sample of the contents of the data product as part of the metadata

General Social Survey

- Proceed with up to three of the most recent GSS cycles. Use the first order to determine the level of suppression of CSD and CD geographies.
- Interest shown in the Social Support and Aging cycle as well as for the Giving, Volunteering and Participating cycle and the Social Engagement cycle. Given that legislating community safety planning is likely coming to Ontario, the Victimization cycle might be of interest.
- Request the Economic Region and consolidated CSD as additional geographies.

Other STC Survey Products

- Support for acquiring the Labour Force Survey (LFS) and Longitudinal Administrative Databank (LAD).
- Additional CD and CSD geographies should be requested for the LFS.
- Determine which LAD variables to order and initiate an order
- Support for the Survey of Disabilities, even at higher level geographies
- Do not acquire the Survey of Financial Security, but add the STC link to the website.
- ACTION: When requesting tables published from sample surveys, consider geographies that fall between CSD/CD and Province. These include Economic Regions and Consolidated Census Subdivisions. Municipalities that comprise rural communities may find these useful.

Vital Statistics

- Member organizations typically have better access to these data through the province and are less interested in what comes from STC.
- Do not proceed with Vital Stats.

Postal Code Conversion File

- The CDP has access to an enhanced PCCF from Environics Analytics.
- Numerous postal codes in the ePCCF are missing and STC PCCF seems to have improved in quality.

- ACTION: Before acquiring STC's PCCF, investigate the difference between the two products. Is one substantially more accurate than the other? How often does EA update its PCCF?

Credit Rating Data

- With respect to the purchase of Equifax vs. TransUnion data, it was noted that Environics Analytics uses Equifax data and that the Program might benefit from having a common analysis base with EA. There was general support for the idea of obtaining the bottom quintile for credit risk and bankruptcy scores in order to get a better picture of vulnerable populations.
- The tables being acquired in 2015-2016 are the final ones under the current contract with TransUnion. Consider acquiring Equifax data in 2016-2017.
- SPARC has used Equifax data.
- ACTION: Contact Vancouver's Lorraine Copas to better understand the value of Equifax vs TransUnion as a provider of credit rating data

Canada Mortgage & Housing Corporation

- Many of the members are able to acquire CMHC data products locally
- Get one year of data to see and determine whether the available geographies offer a value-added over what is available at no cost locally
- Request the smallest geographies available, including CT in the case of Toronto. Confirm whether data acquired by the CDP from CMHC is not published in its entirety in their local reports.

Environics Analytics- PRIZM

- Some municipalities already have some PRIZM services (e.g., London). The license for the products is expensive. Many in the room do not have a lot of faith in the data. On licensing requirement is that data must be removed once the licence is complete.
- At the same time, PRIZM data would provide different perspective. Modeled data is of interest where gaps exist. However, Sudbury would prefer to model the data itself as PRIZM's segmentation doesn't reflect local priorities.
- Do not buy this year.
- ACTION: Use this program year to explore this product and make a recommendation for next year's schedule B. What data are available from the PRIZM database, how much does it cost, what licensing restrictions exist?

Taxfiler Custom Geographies

- Open a formal dialogue with STC about creating custom geographies to be used to publish taxfiler data tables. Identify specific approach to creating custom geographies (what kinds of boundary files are feasible), establish a process, and determine time frames, and cost.
- Initiate the process of creating custom geographic files during the current program year

- Before asking for custom geographies, standardize the geographies and try to get a concordance file with Standard Geographical Classification (SGC) codes.

The GeoCoding Process

- For the next round of geo-coding associated with the 2016 Census/NHS, consortium leads will be offered a choice:
 - Provide all files to CCSD and work through the CDP to undertake the process
 - Work directly with Statistics Canada, and seek reimbursement from the CDP for STC's geocoding costs.
- CCSD-CDP will continue to lead the process of request tables using custom geographies once the with custom geography boundary and shape files are completed

Special Data Requests

- Bow Valley needs to measure the health of local businesses. One option considered was the value of GST remitted by local businesses. The preference is to identify data that can measure the revenue or profits of local businesses.
- ACTION: Ask Environics Analytics if they have any business data.
- ACTION: STC may be releasing new data products that may be of relevance to CDP members. Contact Marie Anderson and plan to re-open the dialogue with STC about new, emerging and potential data products.

4.2.2 Enhancing the communitydata.ca catalogue: Brendan Rahman, CDP Data Curator

4.3 Train people and build capacity

4.3.1 Product Profiles (Excel, B2020), Brendan Rahman, Data Curator

4.3.2 ENVISION, orientations, day-to-day inquiries, Brendan Rahman, Data Curator

4.3.3 Web development in support of online training

4.4 Communications and sharing results within the network

4.4.1 CDP Newsletters, Michael Ditor, Senior Data Analyst

4.4.2 Community Snapshots, Brendan Rahman

- Sonya (Durham) found Snapshots useful as a way to see the work of other consortia
- Auburn (WDG): Creating a snapshot was not onerous - took three minutes to prepare using the template
- Marc (Sudbury): Would like to see a community of practice around these data. Create a forum for members working on products, discussing data issues.

4.4.3 CDP Infographics, Brendan Rahman

4.4.4 Community Profile Series, Katherine Scott

- Mo (London): London is interested in collaborating with organizations like CCSD to connect their local stories to the National level.
- Allison (Bow Valley): There is great appeal to have collaboration/connection between the national and community level, particularly in a customized report.
- Auburn (WDG): WDG could send their template file and CDP team could brand it.

4.5 Build and foster partnerships

4.5.1 Outreach and new consortia, Michel Frojmovic

- Suggestion from consortium leads that more attention be paid to marketing to smaller and more rural communities: those with CD populations of 50,000 to 100,000.
- ACTION: Show smaller communities what data we have for them with respect to poverty; demonstrate what we can do for these communities. Include the option of pulling a few communities together to create a consortium.

4.5.2 2014 Community Data Canada Roundtable, Michel Frojmovic

- The 2015 roundtable will take place in the Fall rather than June. This will make it easier to follow-up with participants for marketing and outreach purposes in the weeks following the event.

4.5.3 Neighbourhood Financial Health Index, Michel Frojmovic

4.5.4 Community Analytics Projects and New Partnerships, Michel Frojmovic

4.6 Decisions

4.6.1 2015-2016 Workplan (see [annual report](#))

4.6.2 2015-2016 Schedule B (see revised Schedule B at communitydata.ca/resources)

- ACTION: Send a final draft revised Schedule B to all Leads shortly after the meeting for a final review and acceptance.

5. Conclusion of Day 1

5.1 Concluding Remarks, Michel Frojmovic and Katherine Scott

6. Day 2 Roundtable Discussions

6.1 How to establish and run a consortium: Participants shared tools and methods used to establish and run their consortium, including data-sharing agreements, cost-sharing models, and technical assistance.

- DURHAM covers all of the fees for the first 5 years and member organizations only pay the \$125 fee. This brings in a lot of membership but the Lead has to drive the agenda. Paying members submit custom geos first (Region priorities first)
- YORK: Cost-sharing among major community players so they need to create collaboration on projects, but they drive the program and set the workplan. Production often faces delays as meetings are required to move forward.
- ERIE-ST. CLAIR: No single provider who can drive the program from a financial side. They are trying to think about driving capacity for data driven decision making. Working with a "spoke" strategy that finds common goals and increases capacity. There is a need to make the program cost-neutral. Use the ROI as a cost-savings argument and then sell on the other benefits of the program.
- KINGSTON: Regional body is lead, CSD members pay in for data. United Way administers paperwork. They do not hold meetings.
- DURHAM: In the beginning, the meetings were appreciated, particularly by organizations with limited capacity.
- WDG: Some organizations in the consortium paying to access data because they believe in the 'cause', but do not download much data. WDG distributes survey to try to increase capacity and every three months they have a training session. Created a guide to talk about the benefits of joining, including a brief introduction to B2020, Envision. The guide also indicates what data are available for WDG and at what geography.
- WATERLOO: Provide meetings as a means of increasing capacity.
- VANCOUVER: Independent non-profit raised the money themselves, carries the consortium. Suggests using paper reports to spread word about the program. These products increase visibility.
- MONTREAL: Organizations are independent. There is a focus on production, to be able to attract fee-for-service research. The City knows that these organizations can produce relevant research in appropriate sectors. Students used to increase capacity.
- LONDON: Consortium has a community data research group. The researchers meet every three months. From these meetings they recruit members. The key barrier is the cost as some agencies can't afford the cost at all. Some agencies don't realize the benefits of the data. The City of London pays the entire sum and tries to recuperate the costs from members. A significant challenge exists with respect to competitors at universities (with their pool of data) as well as with Envision, as potential partners find using Envision easier than the CDP interface.
- BOW VALLEY: Banff pitched the program as an ROI argument to Canmore. There has only been one agency to join as member. This organization typically carries out research, but historically these types of organizations have looked to the municipality for this sort of research. It is good to build capacity, but the community organizations aren't in the habit of taking the lead on this research.
- TORONTO: Because the lead division at the City of Toronto (Social Development, Finance & Administration) has a mandate to support community development by making data available to community organizations, the City faces the question of how and when to encourage

community organizations to participate in the program. For a simple statistic (e.g. female lone parent low income for the CMA) we would just provide the data, but the exact point at which we would encourage the organization to participate in the consortium depends on the organization's capacity. Even with many established community organizations and a vibrant non-profit sector, there is limited capacity for many to access and use much of the data provided via the CDP. TORONTO City pays the full cost of the program up front, and charges non-profits \$252/year (so with the CCSD admin fee, membership costs an even \$400).

- DURHAM: When the Region receives a request, they will assist members by providing data or referring to the CDP team for additional help. At the bi-annual meetings, members are encouraged to discuss projects and identify opportunities for collaboration. This encourages member organizations to do some of the work and increases their capacity.
- KINGSTON: Can pull organizations together who have interest, but the capacity issue will always be a huge barrier. There are very different thresholds of participation based on capacity. In KINGSTON, a planning table comes together (meeting of the data geeks) and tries to recruit people who are regularly requesting data.
- CALGARY: City is currently taking on half the cost of the program, but debating whether or not to take on the full cost. In a culture focused on performance measures and outcomes, people want to know what the outcome of the program is. What is the overall outcome of the consortium? How do you measure good influence on policy and increased capacity?
- WDG: After each training session an evaluation is performed and the Lead checks back in three months to get an idea of progress.
- BOW VALLEY: Feedback on grants is an indicator for outcomes. How many grants were won because these data were available. The feedback sometimes indicates that a grant was given because an organization has a solid picture of their community. Each service has their own outcomes, which is not always numeric.
- Measures of CDP success beyond data usage metrics: Impact on staff capacity , Success in securing community grants
- ACTION: The survey conducted in advance of the annual meeting should be repeated annually: at least the portion dealing with “how data are used”. Prepare a summary table from the survey results
- ACTION: Collect and review the WDG survey of member capacity

6.2 Reporting & Communication: Katherine Scott led a discussion on generating more in-depth analyses of social development using CDP data.

- What are some of the pressing social questions in member communities? What are issues that should come into the election, that are covered by CDP data? What can CCSD do to provide guidance and assistance to animate social development conversations?
- VANCOUVER : aboriginal communities
- PARRY-SOUND NIPISSING: think of intangibles, e.g., informing council which counts as a deliverable. Topics of interest: poverty, child care, income. Food security and nutrition.
- BOW VALLEY: Minimum wage across the country, as this wage keeps people in poverty.

- PARRY-SOUND NIPISSING: Need something substantial to change narrative around minimum wage.
- SUDBURY: Need to quantify what the impacts of an increased minimum wage would be. If the employer isn't paying it, then society is paying. Are we living on a bubble that is subsidized on the backs of people?
- HAMILTON: Need to combat the cycle, where minimum wage increase causes cost increases that affect buying power of vulnerable populations.
- KINGSTON: The dialogue gets no traction in some political environments. Kingston calculated what living wage would cost the City with respect to the services that they fund and it was a political non-starter.
- BOW VALLEY: The framework attacking min/living wage across municipalities is patch work. It would possibly be more productive to work on the provincial front.

AFFORDABLE HOUSING

- YORK: Affordable housing of interest as a lot of service agreements are coming to an end.
- PARRY-SOUND NIPISSING: In Ontario there are 47 plans under the Housing and Homelessness Act. "Bang that drum" with the data.
- HAMILTON: Case load increases because duration of social assistance increased.
- DURHAM: Case-load being tracked in most communities; precarious situation of part-time employment
- CALGARY: A pilot project exists to collect case-load data at provincial level and make available as CANSIM table. STC has administrative data from that pilot project.
- SUDBURY: Food Secure Canada has interesting data. Could pull info together for report on Food Security, social assistance.
- KINGSTON: Look at a nutritional food basket across the country and pull in the social assistance rate.

6.3 Capacity building, accessing the data, focus on B2020 and geospatial tools. Lorraine Copas shared the Vancouver consortium's work using CDP data to create a series of infographics.

- ACTION: Design a webinar focused on creating Infographics using B2020 to access CDP data. The webinar will identify priority topics, and offer data visualization tips. Lorraine Copas will help lead.
- ACTION: Contact Durham's Community College member to serve as a webinar license holder.
- ACTION: Ensure direction for Citing CCSD-CDP data tables is clearly posted on catalogue.

7. 2016-2017 Annual Meeting

The Bow Valley Consortium has offered to host the 2015-2016 annual meeting.

Location: Banff, Alberta

Date: May 26-27, 2016

- ACTION: The date and location will be shared with all consortium leads to ensure broad support.

8. Wrap up

8.1 Concluding remarks, Michel Frojmovic and Katherine Scott

Summary of Actions

4. Plans for 2015-2016

4.2 Data purchase and access

- Revise Schedule B on the basis of the discussion associated with this agenda item.
- Include a sample of the contents of the Custom taxfiler data product as part of the metadata
- When requesting tables published from sample surveys, include Economic Regions and Consolidated Census Subdivisions.
- Before acquiring STC's PCCF, investigate the difference between the two products. Is one substantially more accurate than the other? How often does EA update its PCCF?
- Contact Vancouver's Lorraine Copas to better understand the value of Equifax vs TransUnion as a provider of credit rating data
- Use this program year to explore this product and make a recommendation for next year's schedule B. What data are available from the PRIZM database, how much does it cost, what licensing restrictions exist?
- Ask Environics Analytics if they have any business data to measure community level performance of local businesses.
- STC may be releasing new data products that may be of relevance to CDP members. Contact Marie Anderson and plan to re-open the dialogue with STC about new, emerging and potential data products.

4.5 Build and foster partnerships

- Show smaller communities what data we have for them with respect to poverty; demonstrate what we can do for these communities. Include the option of pulling a few communities together to create a consortium.

4.6 Decisions

- Send a final draft revised Schedule B to all Leads shortly after the meeting for a final review and acceptance.

6. Day 2 Roundtable Discussions

6.1 How to establish and run a consortium

- The survey conducted in advance of the annual meeting should be repeated annually: at least the portion dealing with "how data are used". Prepare a summary table from the survey results
Collect and review the WDG survey of member capacity

6.2 Reporting & Communication

- Report on the following merging priority topics:
 - Minimum wage/living wage
 - Affordable Housing
 - Social Assistance
 - Food Security

6.3 Capacity building, accessing the data, focus on B2020 and geospatial tools

- Design a webinar focused on creating Infographics using B2020 to access CDP data. The webinar will identify priority topics, and offer data visualization tips. Lorraine Copas will help lead.
- Contact Durham's Community College member to serve as a webinar license holder.
- Ensure direction for Citing CCSD-CDP data tables is clearly posted on catalogue.

7. 2016-2017 Annual Meeting

- The date and location will be shared with all consortium leads to ensure broad support.

Annex 1 Annual program workplan, 2015-2016 (p.31-33 in Annual Report)

SD1. Project leadership

<i>SD</i>	<i>Activity</i>	<i>Deliverable(s)</i>	<i>Milestone(s)</i>
SD1.1	Strategic Planning, workplanning & budgeting	Annual workplan & budget ready for 2015-2016 Annual Program meeting	31 Mar/16
SD1.2	Finance & accounting	Invoices prepared and payments made	Based on invoicing schedule
SD1.3	CCSD-CDP staff team meetings	Regular meetings with CCSD senior management team	As required
SD1.4	Communication with webhost; backups; troubleshooting	Regular backups	Ongoing
SD1.5	Communitydata.ca web infrastructure development/upgrading	Website upgrades planned and delivered as part of a Special Project.	TBD
SD1.6	Integrate CDP and CCSD websites	Two websites are fully cross-referenced and share common look & feel	Ongoing
SD1.7	Prepare Consortium MoAs	New MoAs prepared, signed and amended as required	Ongoing
SD1.8	Administer consortium & organisational membership	Consortium invoicing instructions updated; CDP membership system maintained	Ongoing
SD1.9	Host & coordinate Program Steering Committee	Bi-annual teleconference meetings & notes	One week ahead of Leads meetings, 1:30-2:30EST
SD1.10	Prepare administrative reports	Monthly administrative reports for CCSD	Monthly

SD2. Purchase and access data

<i>SD</i>	<i>Activity</i>	<i>Deliverable(s)</i>	<i>Milestone(s)</i>
SD2.1	Data acquisition planning	Community Data Catalogue and Schedule B Updated quarterly	Ongoing
SD2.2	Negotiate data agreements	License/Data Sharing Agreements finalized with data providers	Ongoing
SD2.3	Monitor data acquisition	Schedule B Orders finalized and implemented (specify tables)	31 Jul/15; 30 Nov/15; 31 Mar 31/16
SD2.4	Administer user access	User registration system maintained, usage reports published trimesterly	Ongoing
SD2.5	Upload data products	New data products uploaded to FTP	Ongoing
SD2.6	Catalogue tables	Data products catalogued	Ongoing
SD2.7	Enhance web-based catalogue	Web development to improve catalogue system planned and delivered as part of a Special Project	As required
SD2.8	Host and coordinate Data Purchase & Access Working Group	Meetings hosted as required	As required

SD3. Train people and build capacity

<i>SD</i>	<i>Activity</i>	<i>Deliverable(s)</i>	<i>Milestone(s)</i>
SD3.1	Respond to day-to-day user inquiries	Response provided by email or phone within 48 hours	Ongoing
SD3.2	Design & deliver program orientation	Orientation delivered to new consortia; follow-up orientation delivered as required	As required
SD3.3	Coordinate delivery of other training related to data tools	Delivery of other training, including Envision	Ongoing
SD3.4	Develop training tools/web-based training content	Online orientation created and posted as part of Special Project	TBD
SD3.5	Prepare trimesterly Product Profiles	Effort re-invested in evidence-based communications products see SD4.4	See SD4.4

SD3.6	Web development in support of training-related content	Web development in support of online training content planned and delivered as part of a Special Project	TBD
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SD4. Share results within the network (communications)

<i>SD</i>	<i>Activity</i>	<i>Deliverable(s)</i>	<i>Milestone(s)</i>
SD4.1	Maintain regular communication with consortium leads	Communication maintained via email and telephone	Ongoing
SD4.2	Host and coordinate consortium Fall leads teleconference	One leads teleconference hosted and report prepared	October 15, 2015, 1:30-2:30EST
SD4.3	Host and coordinate annual program meeting	Annual meeting co-hosted and report prepared, location to be determined	May 19-20, 2016
SD4.4	Create stories, generate data results, share best practices	CCSD report series published, including <i>Community Snapshots</i> , <i>Strength in Numbers</i> infographics, and a <i>Profile of Social Development in Canadian Communities Series</i> .	ongoing
SD4.5	Regular Newsletters & blogs written in English & French	Trimesterly newsletter published for CDP members	Fall, Winter, Spring
SD4.6	Mapping & Reporting Working Group	Meetings hosted as required	As required

SD5. Build and foster partnerships

<i>SD</i>	<i>Activity</i>	<i>Deliverable(s)</i>	<i>Milestone(s)</i>
SD5.1	Recruit new consortia	Target: 35 members by end of Year 4; 40 by end of Year 5	Ongoing
SD5.2	Develop and update program marketing & membership package	Updated program marketing package (presentation, primer)	As required
SD5.3	Partnership development	Outreach delivered to organisations such as universities	Ongoing

SD5.4	Host & coordinate annual Community Data Canada (virtual) Roundtable	Annual Community Data Roundtable Delivered in Fall with new webinar tool	Fall 2015
SD5.5	Write proposals, including Community Analytics project proposals	Target: 5 Community Analytics projects per program year	As required