

Clause 16 in Report No. 8 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on May 25, 2017.

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Memorandum of Agreement – York Region Data Consortium

Committee of the Whole recommends adoption of the following recommendation contained in the report dated April 21, 2017 from the Commissioner of Community and Health Services:

1. Council authorize a new Memorandum of Agreement between the Region and the Canadian Council on Social Development to provide data from multiple providers through the Community Data Program for a term of five (5) years, expiring on March 31, 2022, at a total cost of \$53,819, excluding applicable taxes.
2. Council authorize the Commissioner of Community and Health Services to execute the new Memorandum of Agreement with the Canadian Council on Social Development, expiring on March 31, 2022.

Report dated April 21, 2017 from the Commissioner of Community and Health Services now follows:

1. Recommendations

It is recommended that:

1. Council authorize a new Memorandum of Agreement between the Region and the Canadian Council on Social Development to provide data from multiple providers through the Community Data Program for a term of five (5) years, expiring on March 31, 2022, at a total cost of \$53,819, excluding applicable taxes.
2. Council authorize the Commissioner of Community and Health Services to execute the new Memorandum of Agreement with the Canadian Council on Social Development, expiring on March 31, 2022.

2. Purpose

This report requests Council authorization of a new Memorandum of Agreement with the Canadian Council on Social Development related to York Region's participation in the Community Data Program and its role as lead member of the York Region Data Consortium. Council approval is required under Purchasing Bylaw No. 2014-53 for extended contracts that exceed five years in total.

3. Background

Community Data Program provides direct access to an expanding online data catalogue

The Community Data Program is led by the Canadian Council on Social Development. The Canadian Council on Social Development is a non-governmental, not-for-profit organization, founded in 1920. The Canadian Council on Social Development's mission is to develop and promote progressive social policies inspired by social justice, equality and the empowerment of individuals and communities.

The Community Data Program is a gateway for municipalities and community sector organizations to access customized tables from Statistics Canada and other providers to monitor and report on social and economic development trends within their communities. Members access customized tables from Statistics Canada and other sources to get the evidence that supports sound decisions and social development programs. Established in the mid-1990s, the Community Data Program provides members with low-cost access to a continuously expanding list of data products, (currently over 800 products) which are valued at over \$1 million, based on factors such as the complexity, customization and volume of the data.

York Region, along with over 500 municipalities and community sector organizations across Canada, participates in the Canadian Council on Social Development's Community Data Program. The Community Data Program offers a combination of data products and services that are unique in Canada and exclusive to members of the Community Data Program. York Region has been a member of the Community Data Program since 2005, when it entered into its first Memorandum of Agreement with Canadian Council on Social Development.

York Region is the lead organization of the York Region Data Consortium

The York Region Data Consortium was established in 2005. The goals of the Consortium are to purchase and facilitate access to social data, analyze

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community data, communicate and share results with community agencies and use the findings for better service planning.

The Consortium is co-chaired by Mayor Tony Van Bynen, Town of Newmarket and Daniele Zanotti, CEO, United Way Toronto & York Region. The Co-Chairs are responsible for facilitating meetings.

As the lead, York Region provides secretariat support to the Consortium facilitating the participation of other members, coordinating the Memorandum of Agreement, liaising with and sharing information from the Canadian Council on Social Development, facilitating research sharing and organizing meetings. While York Region acts as the lead, all Consortium members contribute staff time and financial resources to purchase data and develop products.

Membership includes public or non-profit sector organizations and research centres in York Region focused on the implementation of a public service goal. The York Region Data Consortium currently has 12 members who collaboratively work to: advance the goals of the consortium; determine priority projects; provide feedback and advice on data products; and share data and research.

York Region's Data Consortium's membership includes:

- York Region
- United Way Toronto and York Region
- York Regional Police
- York Region District School Board
- York Catholic District School Board
- York University Institute for Social Research
- Central Local Health Integration Network
- Town of Newmarket
- Town of Richmond Hill
- City of Vaughan
- City of Markham
- Town of Aurora
- Town of East Gwillimbury

Members of the York Region Data Consortium represent the social planning and policy groups of their respective organizations. Although other collaborative groups such as YorkInfo Partnership may overlap in terms of participating organizations, the representatives sitting on the groups, as well as the type of data differs (e.g. socio-demographic data versus infrastructure data).

The York Region Data Consortium developed an on-line tool to improve access to data about local communities

Using the data from the Community Data Program, the Consortium worked collaboratively from 2014 - 2016 to create C-INFO, an online tool that displays

social data by local geographies. The tool gives a better understanding of the people living in York Region. Users can view information such as income and education levels, number of homeowners and renters, and the number and type of employers within selected geographical areas.

Consortium members can use C-INFO to prepare community profiles to inform program, services and facility planning, and increase understanding of the demographic makeup of the community. For example, York Region staff recently used C-INFO to inform the development of a community hub site selection tool, and East Gwillimbury staff used C-INFO to inform planning for the proposed Health and Active Living Plaza.

4. Analysis and Implications

The Community Data Program provides exclusive national data sets at the smallest geographic levels available, including customized small area geographic boundaries

The Community Data Program works closely with over 25 public and private data providers to negotiate preferential pricing and licensing arrangements to provide access to over 750 data products including special orders, custom cross-tabulations, and custom geographic boundaries. The York Region Data Consortium orders data for standard and custom geographies such as municipal boundaries, electoral wards, school catchment areas, traffic zones, and police patrol areas.

The Community Data Program concentrates on acquiring national data sets such as Census and National Housing Survey tables, Taxfiler data and Credit Report characteristics including credit risk and bankruptcy risk. Likewise, the Community Data Program purchases data at the scale of municipal boundaries (Census Division and Census subdivision), such as Statistics Canada's General Social Survey, population projections and estimates and data tables on housing, immigration and vital statistics.

Social data is used to inform program and service delivery

Involvement with the Community Data Program and collaboration with the national networks have increased our knowledge and capacity to use and purchase data. This knowledge has extended outside of the Consortium and has informed several York Region strategic initiatives such as: Making Ends Meet; Immigration Settlement Strategy; Seniors Strategy; 2015 to 2019 Strategic Plan; Housing Solutions: A Place for Everyone; and Low Income Trends in York Region.

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York Region's Community and Health Services Department used the data to produce a series of research products to better understand demographic and socio-economic trends in York Region, such as [What if York Region were a Village of just 100 People?](#) brochure and [video](#), population indicators of Health and Wellbeing reports and the series of income trends analysis.

Feedback from the Consortium membership indicates that the data provided through Canadian Council on Social Development is being used widely for service and program planning and advocacy purposes. For example, the Town of Richmond Hill recently used the data to produce its 2015 Socio-Economic Study to identify future trends affecting Richmond Hill. The Community Data Program has provided a wealth of information which otherwise could be cost-prohibitive for the majority of consortium members.

Access to this breadth of data would be very expensive if bought individually by any one organization or municipality

Cost savings, access to relevant data and analytical tools and building community partnerships are benefits of membership to the Community Data Program.

There are also a large number of custom tabulations that are done exclusively for the Community Data Program and negotiated at each cycle. By pooling resources, Consortia gain access to over \$1 million worth of relevant and credible community data at a fraction of the cost.

The Community Data Program researches and negotiates partnerships with data providers from across Canada; ensuring members have access to current, reliable and relevant data sets and analytical tools. The Community Data Program also builds member capacity to use the complex data tables. This is achieved through formalized training, email and telephone support, and analytical tools.

Creating a Community Data Consortium strengthens local networks of data users and connects members to a Canada-wide network of hundreds of like-minded organizations.

Custom Data Products from Statistic Canada's 2016 Census will be made available through the Community Data Program

The majority of the standard Census data products from the 2016 Census will be released by Statistics Canada in 2017. However, custom products (such as custom tabulations and data at custom geographies specific to York Region) will be made available through the Community Data Program. The updated data

allows staff to analyze and better understand the demographic and socio-economic trends in our communities. Staff will begin to create summaries and update tools and products which will help to inform funding allocations, program and service delivery and an overall picture of the residents living in York Region communities.

5. Financial Considerations

The annual membership fee for the York Region Data Consortium is \$19,990, totalling \$99,950 for the five-year term from 2017 to 2022. York Region divides the Consortium fee equally among the 13 members (including York Region). To facilitate research and data collaboration, York Region pays membership on behalf of the six participating local municipalities. In total, the Region will pay a total of \$53,819 as the Consortium fee for the five-year Community Data Program membership (Table 1). The Consortium fee will be funded from the approved Community and Health Services Operating Budget.

Table 1
York Region Data Consortium Fees

	One-Year Term (\$)	Five-Year Term (\$)
Total Community Data Program membership cost as per the Memorandum of Agreement	19,990	99,950
York Region portion of membership fees which includes York Region and six local municipalities*	10,764	53,819
Other members' portion of membership fees which includes six remaining members	9,226	46,131

*Note: York Region portion of membership fees is the sum of seven individual membership fees (\$1537.69 for a one-year term) calculated by dividing the total membership fee by 13 current members.

The Consortium Fees enable access to all custom cross-tabulation, custom geography data products, and associated Community Data Program services. Participation in the Community Data Program is based on a five-year contractual commitment. Fees are paid annually to Canadian Council on Social Development by the Consortium Lead on behalf of members.

6. Local Municipal Impact

In January 2015, the Region extended an invitation to all nine local municipalities to join the York Region Data Consortium. Currently six local municipalities have joined the Consortium as members. York Region is working to promote the value of Community Data Program for the local area municipalities who are currently considering the membership.

Through the Consortium, members are able to analyze and disseminate data, increase their knowledge and ability to target service and program planning, track population changes, inform research, and connect with potential partners. Accurate data provides a better understanding of the social and economic characteristics of residents and assists with evidence-based decision making. All nine local municipalities are eligible for membership.

7. Conclusion

Membership with the York Region Data Consortium enhances partnerships and facilitates access to demographic and socio-economic data. Through the ongoing collaboration of the Consortium, members have tools to help them better understand the changing diversity of the Region's population and develop evidence for program and service planning and growth management.

For more information on this report, please contact Lisa Gonsalves at 1-877-464-9675 ext. 72090.

The Senior Management Group has reviewed this report.

April 21, 2017

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Accessible formats or communication supports are available upon request