



STAFF REPORT ACTION REQUIRED

City of Toronto Community Data Program

Date:	March 6, 2013
To:	Community Development & Recreation Committee
From:	Executive Director, Social Development, Finance & Administration and Director, Purchasing and Materials Management Division
Wards:	All
Reference Number:	

SUMMARY

This report seeks approval for a contract with the Canadian Council on Social Development (CCSD), to continue to have access to aggregate socio-economic community data through the Community Data Program (CDP), for an estimated value of \$90,920, including HST or \$81,876 net of HST recoveries, to begin on April 1, 2013 for a period of four (4) years, ending March 31, 2017, in keeping with the standard CDP contract length established by the CCSD.

The CDP is a national data aggregation and dissemination initiative coordinated through CCSD. Building upon the City of Toronto's historical participation in the Federation of Canadian Municipalities' Quality of Life Reporting System, the City has purchased custom data tables and geographies through the CDP in conjunction with 20 other Canadian municipalities since 2008. Through the CDP, the CCSD provides a unique set of custom information products that are currently employed by a number of City divisions, community-based organizations and by other municipalities across the country through the City-led Toronto Community Data Consortium (TCDC) to undertake a variety of social, economic and housing analyses business processes that support policy development and service delivery. The City relies upon the custom information products acquired through the CDP to maintain accurate statistically reliable and valid comparables across the Corporation and with other Canadian municipalities. The City works with the TCDC's 35 data partners (see Appendix A) to recover the costs of custom information products acquired from the CDP through inter-divisional charge-backs (City Divisions, Agencies and Corporations) and annual fees (community-based organizations).

RECOMMENDATIONS

The Executive Director, Social Development, Finance & Administration and the Director, Purchasing and Materials Management Division recommends that:

1. City Council authorize the Executive Director, Social Development, Finance & Administration to negotiate and enter into a contract with the Canadian Council on Social Development at a cost not to exceed a total of \$90,920, including HST, to provide access to aggregate community data to the City and its community-based partner organizations from April 1, 2013 to March 31, 2017; and
2. City Council authorize the Executive Director, Social Development, Finance and Administration to negotiate and enter into agreements, for a period not to exceed four (4) years, with any organizations that the Executive Director, Social Development, Finance and Administration recommends for inclusion in the Toronto Data Consortium, to provide for:
 - a. inclusion of such organizations in the Toronto Community Data Consortium, and
 - b. the City's recovery of costs associated with the Toronto Community Data from all such organizations,

which agreements shall be in a form satisfactory to the City Solicitor.

Financial Impact

The value of the contract identified in this report is \$90,920 including HST and all applicable charges. The cost to the City is \$81,876 net of HST recoveries (or \$57,313 after HST and charge-back recoveries). The City recovers approximately 30% (\$24,563) of its annual CDP data acquisition costs through charge-backs to the City's community-based partner organizations. (See Appendix A)

There is no financial impact beyond what is approved in the 2013 Operating Budget for the Social Development, Finance & Administration Division. Funding requirements for 2014-2017 will be included in the respective year's Operating Budget Submissions for Social Development, Finance & Administration and will be accommodated within Approved Operating Budget targets. Financial details are provided as follows (Net of HST Recoveries):

2013 (April – Dec)	2014 (Jan – Dec)	2015 (Jan – Dec)	2016 (Jan – Dec)	2017 (Jan – Mar)	Total
\$15,352	\$20,469	\$20,469	\$20,469	\$5,117	\$81,876

The Deputy City Manager and Chief Financial Officer has reviewed and agrees with the financial impact statement.

DECISION HISTORY

The City contracts with the Canadian Council on Social Development to secure ongoing access to statistically comparable socio-economic custom data sets used regularly by nine City Divisions, Agencies and Corporations. (See Appendix A) The CCSD's Community Data Program is a unique and exclusive program in Canada that provides aggregate statistically comparable custom socio-economic data sets at a national level. This data is utilized to support the policy, program and service development and delivery requirements of the City.

Given the unique and exclusive nature of the custom information products provided by CCSD and the need to maintain statistically comparable socio-economic data sets among nine City Divisions, Agencies and Corporations, the City has been contracting with CCSD for a number of years. To continue to contract with CCSD, PMMD has advised that SDFA would have to report to Council for authority.

ISSUE BACKGROUND

The Community Data Program involves the specialized purchase of data from Statistics Canada and other primary sources (e.g. TransUnion). Since the mid-1990s, the CCSD has been working with Statistics Canada and other data providers to purchase specialized data (called custom crosstabs for custom geographies) on behalf of a network of Canadian municipalities to facilitate pan-Canadian reports and studies based on the analysis of a variety of socio-economic indicators monitoring Canadian urban areas.

As CDP coordinator, the CCSD enters into an agreement with each data provider (including Statistics Canada) to provide common core data shared among the entire network to ensure statistical reporting comparability among Canadian municipalities. Due to the necessity of maintaining statistical comparability among municipalities and to facilitate cross-municipal research and reporting, the CDP provides specialized and comparable custom data sets for all participating municipalities to its member municipalities. (See Appendix A for CDP member municipalities.) Municipalities have employed CDP shared data to undertake regional analyses on issues as diverse as employment, housing, population demographics and service needs provision, allowing for localized planning without confining data to administrative boundaries.

Staff are recommending that the City contract with the CCSD for access to CDP custom data products due to: i) the unique and specialized nature of CCSD's contract with Statistics Canada and other data providers to secure custom socio-economic data for Canadian urban areas (no other organization has negotiated a similar contract with Statistics Canada and other data providers to provide comparable statistically comparable data); and ii) the national scope of the custom socio-economic data sets secured by CCSD which permits the City to study and compare economic, poverty and other social demographic dimensions to other Canadian municipalities in a consistent and collaborative manner. In addition, the CCSD has provided a number of other services to the City as part of the City's custom data acquisition purchases including, access to

national CCSD reporting analyses on issues impacting Canadian municipalities at a municipal and sub-municipal geography, opportunities for the City to work collaboratively with other Canadian municipalities on a range of socio-economic issues and priorities, access to the CDP custom information products database and opportunities for staff education on a variety of data analysis 'best practices'.

The City has traditionally sought to leverage the unique data sharing provisions of its contract with CCSD ensure the benefits of securing CDP custom data sets are extended to a range of Toronto community non-governmental organizations through the creation of a Toronto Community Data Consortium (TCDC). The TCDC is a body of 35 City (nine Divisions, Agencies and Corporations) and non-City community-based organizations (26 organizations) that includes community service providers, hospitals and community health care providers, business advocacy organizations, employment support organizations, a school board and researcher organizations focused on a range of issues. (See Appendix A) Through the City's leadership, TCDC participants have supported the acquisition of CDP custom information products by off-setting the cost to the City through the payment of annual TCDC membership fees paid to the City, reviewed and adjusted in accordance the City's custom information product contracts with CCSD.

Ensuring a wide range of City Divisions, Agencies and Corporations and community-based organizations have access to a consistent set of statistically comparable CDP custom data sets has allowed the City to effectively collaborate internally and externally in the development of a diverse number of reports and initiatives on subjects such as neighbourhood revitalization, workforce development, child care services, housing, healthy and safe communities, access to recreation services and the distribution of poverty. Securing access to additional CDP custom data sets is an important component of the City's next generation of socio-economic data analyses, including providing a portion of the foundational data required to support the City's WELLBEING TORONTO data portal. WELLBEING TORONTO is an online application (<http://www.toronto.ca/wellbeing>) that allows users to find information and generate custom social and economic analysis about Toronto neighbourhoods.

COMMENTS

Acquisition of CCSD custom information products from CDP provides a number of benefits to the City.

Supporting Evidence-Based Decision Making

The City's ongoing purchase of CDP custom data sets ensures the City continues to receive up-to-date data offered through the program for key trend analyses that are used across a range of human services, economic development and urban planning service systems. In keeping with the City's commitment to an evidence-based approach to service planning and program delivery, data acquired through the CDP has been employed to support key policy and research initiatives such as the development of the forthcoming Toronto Seniors Strategy, Toronto Newcomers Strategy, Strong Neighbourhoods

Strategy 2020, and research on at-risk youth, human trafficking, and local economic development.

In addition to addressing the City's internal community data requirements, CDP custom information products also provide support to Toronto community-based non-governmental organizations and researchers in developing service- and issue-specific analysis at community and city-wide levels.

Continuing the City's strategic data purchasing relationship with the CCSD will allow the City to facilitate the development of new data analysis products that will support the effective delivery of community services, enhance the competitiveness of Toronto businesses and help Toronto residents to better understand their communities.

Improved Quality of Data Sources

Access to CCSD custom information products will broaden the supply and breadth of data available to the City beyond traditional data sources such as the Census and National Household Survey, especially in light of recent methodological changes implemented by the federal government to both data collection tools. The current methodological challenges presented by changes to the Census and National Household Survey may have an impact on the ability of City staff to compare data across time and undertake in-depth social trend analysis. By having access to and utilizing additional customized sources of socio-economic data from CCSD, the City will be able to ensure it maintains statistically comparable data sets for both Toronto and other Canadian municipalities at municipal and sub-municipal geographies to support evidence-based decision making.

The acquisition of CCSD custom information products also allows the City to apply common analysis and purchasing requirements to the acquisition of new data sources such as TransUnion Debt Load Data, the 2011 Canadian Census, and the National Household Survey. This ensures that data products are available at custom non-Census geographical boundaries, such as Toronto's 140 neighbourhoods and 44 wards, allowing for greater responsiveness to the specific data needs of the City of Toronto and Toronto residents. Acquisition of CCSD custom data products gives the City access to data it would not normally be able to acquire. For example, the CCSD recently reached an agreement to provide TransUnion Debt Load Data available to purchasers of CDP custom data sets. This dataset is not normally sold to the public or non-profit sectors and was only made available after a year of negotiation by CCSD with TransUnion.

Implications for Not Proceeding with Contract

The implications of not proceeding with this contract include:

- Limiting the availability of key data used to inform evidence-based decision making for City Divisions, Agencies and Corporations that employ custom data sets acquired from CCSD.

- The capacity of the City to offer accessible neighbourhood-level data analysis support to community-based service providers, private sector businesses, academic researchers and Toronto residents through resources such as the WELLBEING TORONTO data portal will be diminished. Custom data products currently acquired from CCSD's Community Data Program will no longer be updated, reducing the ability of Toronto residents to generate accurate local data analysis on an ongoing basis.
- The City's cost of acquisition of custom federal data sets and the software tools necessary to analyse such data sets will increase, requiring additional funding for data acquisition or the foregoing of data analysis currently regularly employed in the City's evidence-based decision making processes.
- The City's ability to provide comparative analysis of socio-economic trends, programs and indicators to assess how Toronto compares to other Canadian municipalities will be hampered due to limitations in accessing consistent statistically comparable socio-economic data.

The Fair Wage Office has reported that the recommended firm has indicated that it has reviewed and understands the Fair Wage Policy and Labour Trades requirements and has agreed to comply fully.

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SIGNATURES

Chris Brillinger
 Executive Director, Social Development,
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ATTACHMENTS

- Appendix A – Community Data Program Custom Data Set Recipients
- Appendix B – Community Data Program - Custom Data Sets Available

Appendix A

Community Data Program Custom Data Set Recipients

Toronto Data Consortium Members

- City of Toronto (9 Divisions, Agencies and Corporations)
 - City Manager's Office
 - Social Development Finance & Administration
 - Children's Services
 - Parks Forestry & Recreation
 - Employment & Social Services
 - Shelter Support & Housing Administration
 - Toronto Public Health
 - Housing Services Corporation / TCHC
 - Toronto Public Library
- Access Alliance Multicultural Health & Community Services
- Canadian Mothercraft
- Centre for Addictions & Mental Health (CAMH)
- Centre for Research on Inner City Health (CRICH) and St. Michael's Hospital
- Centre Francophone de Toronto
- Children's Aid Society of Toronto
- Community Action Partners
- Community Care Access Centre (Toronto Central)
- Daily Bread Food Bank
- Davenport-Perth CHC
- Family Service Toronto
- MaRS Discovery District
- Mt. Sinai Hospital
- Planned Parenthood Toronto
- Regent Park Community Health Centre
- Scarborough Centre for Healthy Communities
- Social Planning Toronto
- South Riverdale Community Health Centre
- Toronto Central Local Health Integration Network
- Toronto District School Board
- Toronto East General Hospital
- Toronto Workforce Innovation Group
- United Way of Greater Toronto
- Wellesley Institute
- Women's Health in Women's Hands
- WoodGreen Community Services

CDP - National Data Consortia

- Calgary, AB
- Durham Region, ON
- Hamilton, ON

- Halton Region, ON
- Kingston, Frontenac, Lennox, and Addington, ON
- London, ON
- Montreal, QC
- Ottawa, ON
- Parry Sound, ON
- Peel Region, ON
- Peterborough, ON
- Regina, SK
- Saint John, NB
- Simcoe County, ON
- Sudbury, ON
- Toronto, ON
- Vancouver, BC
- Waterloo Region, ON
- Winnipeg, MB
- Wellington-Dufferin-Guelph, ON
- York Region, ON

Appendix B
Community Data Program – Custom Data Sets Available*

Custom Data Sets	Topics Available											
	Aboriginal Peoples	Age & Sex	Labour & Income	Education	Ethnic Origin & Visible Minorities	Families & Households	Marital Status	Immigration & Citizenship	Housing & Shelter Costs	Language	Business & Industry	Crime
Census of Population	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Canadian Business Patterns											✓	
Citizenship & Immigration		✓	✓	✓	✓		✓		✓		✓	
Uniform Crime Reporting Survey		✓										✓
Labour Force Historical Review		✓	✓	✓	✓	✓			✓		✓	
Small Area & Administrative Data		✓		✓		✓						
Survey of Household Spending		✓	✓	✓	✓	✓	✓		✓	✓		
TransUnion Credit Report Characteristics			✓									

* As of January 10, 2013