

# Using Data to your Advantage Webinar Series

## Resources for Participants

# Thank you for participating in the ETSI-BC *Using Data To Your Advantage* Webinar Series

The webinar series was brought to you by



Our thanks to [Robyn Peel](#) of Community Futures East Kootenay for organizing and hosting the sessions.

You can review the recordings and presentations from this series [here](#).



# Overview of Sessions & Speakers

## 1. Introduction to Data 101

- Mike Stolte – [mstolte@theCIEL.com](mailto:mstolte@theCIEL.com)

## 2. What Really Matters!?

- Eric Burton – [ericburton@factor5group.com](mailto:ericburton@factor5group.com)
- Kate Mulligan – [kmulligan@squamish.ca](mailto:kmulligan@squamish.ca)

## 3. What Data is Available and How to Use It

- Jayme Jones – [jjones1@selkirk.ca](mailto:jjones1@selkirk.ca)
- Aaron Gregory – [aaron@factor5group.com](mailto:aaron@factor5group.com)

## 4. Filling the Gaps: Sourcing and Collecting Relevant Data

- Sarah-Patricia Breen – [sbreen@selkirk.ca](mailto:sbreen@selkirk.ca)
- Jamie Mayes – [jmayes1@revelstoke.ca](mailto:jmayes1@revelstoke.ca)

## 5. Telling Your Story with the Data

- Mike Stolte - [mstolte@theCIEL.com](mailto:mstolte@theCIEL.com)

# Free Data Sources 1/11

## StatsCan - [www.statcan.gc.ca](http://www.statcan.gc.ca)

Statistics Canada is the national statistical office and has a **vast database** on Canada's economy, society and environment. It can be a little overwhelming but there is plenty of data down to provincial, regional, and sometimes community, level.

## Census Data

You can find census data [here](#) (or check out **the [Census Profile](#)** as an easy way to find data on a specific community).

*Note: Census 2021 data is being released throughout 2022. There are seven release dates. [Find out more here.](#)*

# More Free Data Sources 2/11

## Labour Force Survey

[www150.statcan.gc.ca/n1/en/surveys/3701](http://www150.statcan.gc.ca/n1/en/surveys/3701)

The Labour Force Survey provides estimates of employment and unemployment. It is released monthly from StatsCan.

## StatsCan Rural Dashboard

[www.statcan.gc.ca/en/subjects-start/society\\_and\\_community/rural\\_canada](http://www.statcan.gc.ca/en/subjects-start/society_and_community/rural_canada)

StatsCan has a rural specific dashboard. Although there are few community-specific details, it is interesting to see an overarching rural snapshot.

# Free Data Sources continued 3/11

**Data from the BC Government** - [www2.gov.bc.ca/gov/content/data](http://www2.gov.bc.ca/gov/content/data)

**BC Data Catalogue** - [catalogue.data.gov.bc.ca](http://catalogue.data.gov.bc.ca). A large database, consisting of the entire catalogue of all data stored by the BC Government. Can filter by sector.

**Statistics** - [www2.gov.bc.ca/gov/content/data/statistics](http://www2.gov.bc.ca/gov/content/data/statistics). A wide range of data on the economy, business starts, employment and the labour market.

**Local Government** - [www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics](http://www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics). Financial information on local governments in BC. This is collected by the Ministry of Municipal Affairs and Housing through annual financial reporting.

# Even More Free Data Sources 4/11

## **Community Information Tool - [communityinformationtool.gov.bc.ca](https://communityinformationtool.gov.bc.ca)**

Offers insight into communities across BC with integrated socioeconomic data, infrastructure, and community assets data. A great resource for community level data, nicely analyzed and visualized. Choose “*Continue as Public*” when accessing the link.

**You can create a link directly to the data for your community to use on your website or to share with others.** Click the “Create URL to a Community” button and search for your Community name. Then copy the link to share on your website, with partners or your community members.

# Free Data Sources 5/11

## State of the Basin – [www.stateofthebasin.ca](http://www.stateofthebasin.ca)

Monitoring and reporting on indicators of social, economic, cultural, and environmental well-being in the Columbia Basin-Boundary region. Includes [Community Profiles](#) that are updated approximately every 2 years.

- Municipal profiles were last updated for 2020; Electoral Areas were updated for 2019.

*Even if you don't live in the Columbia Basin-Boundary region, this site is a great resource of what data **can be found** to tell the story for a community.*

## Columbia Basin Climate Source - [basinclimatesource.ca](http://basinclimatesource.ca)

There is an economic impact section as well as detailed, localized climate predictions. This unique resource is great for assisting with local vulnerability assessment.



# Free Data Sources 6/11

## **ETSI-BC Data Portal - [our-region.etsi-bc.ca](https://our-region.etsi-bc.ca)**

A data portal pulling data from a variety of sources for the Southern Interior region of BC. A very good resource of regional data – click on the map for a breakdown by region.

## **BC Economic Atlas - [maps.gov.bc.ca/ess/hm/bcea/](https://maps.gov.bc.ca/ess/hm/bcea/)**

A GIS mapping tool to support economic opportunity identification, business case analysis and investment decision making in BC. Developed and updated by the BC Government.

# Free Data Sources 7/11

## **Work BC Labour Market Data - [www.workbc.ca/Labour-Market-Information/Regional-Profiles/](http://www.workbc.ca/Labour-Market-Information/Regional-Profiles/)**

For each of BC's seven economic development regions you will find employment statistics, population data and 10-year labour market outlooks.

## **BC Cost of Living Calculator: [www.costofliving.workbc.ca](http://www.costofliving.workbc.ca)**

This calculator allows you to compare the cost of living across communities within BC. Data for this calculator is updated annually and comes from the [Economic Research Institute](#). Housing data is the weakest link for small communities, so best to compare with “real life” examples within your community.

# Free Data Sources 8/11

## **BC Community Health Profiles -**

[communityhealth.phsa.ca/HealthProfiles](https://communityhealth.phsa.ca/HealthProfiles)

Profiles for each of the 142 incorporated municipalities across BC that include local data on demographics, factors that affect health, available health services, and health status and chronic disease.

## **Interior Health Population Health Profiles -**

[www.interiorhealth.ca/about-ih/population-health-profiles](https://www.interiorhealth.ca/about-ih/population-health-profiles)

Population health profiles provide a picture of health for residents of the Interior Health region. They are divided by health authority, Health Service Delivery Area (HSDA), and Local Health Area (LHA).

# Free Data Sources 9/11

## **BC Regional Tourism Secretariat (BCRTS) Portal -**

[tourismresiliency.ca/reports/](https://tourismresiliency.ca/reports/)

The BCRTS Research program generates weekly, monthly, quarterly and annual reports on a variety of topics important for tourism decision-making at the regional, community and individual business level.

Also each of the regional tourism associations have great sources of research and data for their region:

- **Kootenay Rockies Tourism:** [www.krtourism.ca/data-insights](http://www.krtourism.ca/data-insights)
- **Thompson Okanagan Tourism Association:** [www.totabc.org/research](http://www.totabc.org/research) and [www.totabc.org/symphony-tourism-services](http://www.totabc.org/symphony-tourism-services)
- **Cariboo Chilcotin Coast:** [industry.landwithoutlimits.com/resources/research/](http://industry.landwithoutlimits.com/resources/research/)

# Free Data Sources 10/11

## go2HR Tourism Employment Tracker

[www.go2hr.ca/bc-tourism-and-hospitality-labour-market-information-employment-tracker](http://www.go2hr.ca/bc-tourism-and-hospitality-labour-market-information-employment-tracker)

Updated monthly, this interactive tool outlines employment statistics in the BC tourism and hospitality sector at the regional level.

**Housing Information Portal from Community Development Institute @ UNBC - [unbc.ca/community-development-institute/housing-information-portal/](http://unbc.ca/community-development-institute/housing-information-portal/)**

This portal provides access to a range of information for non-metropolitan communities, in BC and Canada. It includes population and housing data for more than 60 communities including webinars detailing population trends and housing stock, by region in BC.

# Final free Data Sources 11/11

## Custom Data Requests

As mentioned by Jayme Jones in session three, it is possible to go to organizations such as BC Assessment or Stats Can and ask for a data set specific for your community. This may come with a cost, but it doesn't hurt to ask. Just remember to be clear with your question and what you need.

*There was a lot of interest in the CERB data that Jayme mentioned in session three. You can find the report from State of the Basin [here](#). If you want to access CERB data for your community or region then contact StatsCan for a custom data request.*

# Paid Data Sources 1/3

## Community Data Program – [www.communitydata.ca](http://www.communitydata.ca)

This membership-based community development initiative provides members with a wide range of data from a variety of sources. Take a look at what data is available [here](#).

Selkirk College holds the regional consortia for Columbia Basin-Boundary, so contact Jayme Jones ([jjones1@selkirk.ca](mailto:jjones1@selkirk.ca)) for more information and to become a member.

# Paid Data Sources 2/3

## **EMSI - [www.economicmodeling.com/data](http://www.economicmodeling.com/data)**

Canadian labor market data that is compiled from Statistics Canada surveys and projected forward. Includes demographic data, occupational and industry data and job postings analytics and academic program completion data.

Post-secondary institutions in your area may subscribe, so talk to them to see if you can access the data or get some data to answer a specific question you have.

## **TELUS Insights - [www.telus.com/en/business/medium-large/enterprise-solutions/big-data-analytics](http://www.telus.com/en/business/medium-large/enterprise-solutions/big-data-analytics)**

Data from the TELUS mobile network that provides analytics about mass-movement patterns and trends.



# Paid Data Sources 3/3

## **Environics Analytics - [environicsanalytics.com](https://www.environicsanalytics.com)**

This company provides a wide-range of data. DestinationBC are using their mobility data, so contact your local Destination Marketing Organization as to how you may be able to access and use the data they have.

## **ROVE - [rovemarketing.ca](https://www.rovemarketing.ca)**

Travel & tourism data

## **AirDNA - [www.airdna.co](https://www.airdna.co)**

Data regarding short-term rentals

# East Kootenay Data Sources

Community Futures East Kootenay has developed a database of data sources specific to the communities within the East Kootenays but it also contains links to broader data sets.

[Take a look here.](#)



# If you want more Data Training

## Harris Centre Data to Decisions Webinar Series

This [webinar series](#) from Memorial University aims to provide a practical guide for people looking to incorporate more data into their everyday organization decision-making.

## Power from Data

This [new tool](#) from StatsCan for anyone interested in learning the basics to get the most from statistics. It helps you:

- ✓ appreciate the importance of statistical information in today's society
- ✓ learn how to make critical use of the data presented to you.

## Webinars & Learning Catalogue

Take a look at the list of [training webinars](#) run by StatsCan. The most recent ones are about Census 2021 data. Also check out StatsCan's [learning catalogue](#).

# Economic Models

## Doughnut Model

During session two, Kate Mulligan mentioned that Squamish are using Kate Raworth's Doughnut Model.

To find out more, check out Kate Raworth's website [www.kateraworth.com](http://www.kateraworth.com), especially [her model](#) and her [Ted Talk](#).

## First Nations Concept of Wellbeing

[www.bcafn.ca/priority-areas/economic-development/policy-papers](http://www.bcafn.ca/priority-areas/economic-development/policy-papers)

This discussion paper from the BC Assembly of First Nations explores the ways in which the official BC measures of economic value are inadequate and fail to reflect the values of First Nations governments and individuals to the overall wellbeing of the province. It looks toward a GDP-alternative index for BC.

# Other Key Links

## Canadian Rural Revitalization Foundation (CRRF)

[www.crrf.ca](http://www.crrf.ca)

CRRF is a proven rural resource, dedicated to active collaboration, undertaking, facilitating and advocating research for the ongoing development of Canada's rural communities and environments.

## Rural Ontario Institute

[www.ruralontarioinstitute.ca/knowledge-centre/focus-on-rural-ontario](http://www.ruralontarioinstitute.ca/knowledge-centre/focus-on-rural-ontario)

Rural Ontario communities get studied often! Although the data may not be directly transferable, there are a lot of good case studies and other material that is aimed at local government and can show good examples of how to summarize complicated topics.

# Data Visualization Tools

## Customized Tools – Data Dashboards

CityViz by Ruby Industries <https://cityviz.ca/>

Local Intel <https://www.ecdev.org/>

Town Folio <https://jointownfolio.com/>

## Do-it-Yourself Tools

Canva – [www.canva.com](http://www.canva.com)

Infograppia - [infograppia.com](http://infograppia.com)

Word Clouds - [www.wordclouds.com](http://www.wordclouds.com)

Smart Draw - [www.smartdraw.com](http://www.smartdraw.com)

Infogram - [infogram.com](http://infogram.com)

## Inspiration

Our World in Data - [ourworldindata.org](http://ourworldindata.org)

Information is Beautiful - [informationisbeautiful.net](http://informationisbeautiful.net)

National Geographic - [www.nationalgeographic.org/graphic](http://www.nationalgeographic.org/graphic)

Gapminder - [www.gapminder.org/tools](http://www.gapminder.org/tools)

# Peer-Reviewed Journals

## Open access:

- Journal of Rural and Community Development <http://journals.brandonu.ca/jrcd/>
- Rural Landscapes <https://www.rurallandscapesjournal.com/>
- Online Journal of Rural Research and Policy <https://newprairiepress.org/ojrrp/>
- Community Development Journal <https://academic.oup.com/cdj>

## Require access through library or academic institution:

- Journal of Rural Studies - <https://www.journals.elsevier.com/journal-of-rural-studies>
- International Journal of Rural Management - <http://journals.sagepub.com/home/irm>
- Community Development Journal - <https://academic.oup.com/cdj>
- Community Development - <https://www.tandfonline.com/journals/rcod20>
- Canadian Public Policy - <https://www.utpjournals.press/loi/cpp>

# Books

**As recommended by Dr. Sarah Breen of Selkirk College:**

- **For qualitative research (interviews, case studies):**  
Case Study Research and Applications by Robert K. Yin
- **For surveys:**  
Internet, Phone, Mail, and Mixed-Mode Surveys by Dillman et al.