



ConnectON

Data engine for economic growth

ConnectON Asset Mapping News

May 2020

"Becoming isn't about arriving somewhere or achieving a certain aim. I see it instead as forward motion, a means of evolving, a way to reach continuously toward a better self. The journey doesn't end."

Last October, Michelle Obama was on a speaking tour in Ontario and her inspiring talk focused on the importance of evolving and improvement. The message is timeless and in that spirit, we have been working on exciting new initiatives and updates with ConnectON.

Emergency preparedness and response has been top of mind over the past several months and a reminder that ConnectON can be a helpful tool to inform and support the development of resources. We are pleased to be working with the Trillium Network for Advanced Manufacturing on a collaborative manufacturing data project. Be sure to check out all the details on system enhancements, data refresh, the steering committee, program highlights and tips and tricks on infrastructure layers. We hope you find the newsletter helpful. Your feedback is always welcome!

ConnectON.ca

News & Updates

GHFFA and Trillium Network for Advanced Manufacturing

The GHFFA and Trillium Network for Advanced Manufacturing (Trillium Network) have entered into an exciting collaborative project to collect and update manufacturing data across the province. As a ConnectON partner, this means current manufacturing data for



TRILLIUM NETWORK
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your area will be collected and uploaded to our platform. This data will be alongside your own manufacturing data and you will have access through your normal login process. As the Trillium Network data is from publicly available sources, a public facing, searchable website is being developed and is in the testing phase. Public users will have access to Trillium Network data only. We anticipate a launch date a little later in the summer, so please stay tuned for updates!

Login Access Simplified

The ConnectON Asset Mapping platform is continuing to evolve and grow to meet your needs. As such, partners with both agri-food and manufacturing data have had their login passwords merged, so the same password can be used to access both agri-food and manufacturing data, the Trillium Network data when it becomes available, as well as new mapping layers that have been added.

To login go to login.connecton.ca and enter your User Name and Password.

Please remember to keep them confidential and ensure your use of the system is in accordance with the terms of use agreement that was signed.

Municipal and Infrastructure Mapping Layers and Tools

A reminder to check out the mapping layers and drawing tools that have been added. Lower tier municipal mapping and infrastructure mapping for the province, including transportation, communication, health, emergency and other services, have been added. Draw tools, which can be used with data sort tools, allow for viewing of all, or select assets within a given area.

Meet the Program Steering Committee

Since the beginning, this asset mapping initiative has been driven by a dedicated steering committee representing municipal economic development and planning staff and OMAFRA. Their invaluable insights and direction have guided the evolution of the project to the ConnectON program we have today. Thank you to our current steering committee members: Anna DeMarchi-Meyers, Halton Region; Brian Morris, City of Hamilton; Hannah Conroy, Simcoe County; Wendy Stark, Windsor-Essex; Carolyn Puterbough, OMAFRA; Lucy Medeiros and Jay Amer, Ontario East Economic Development Commission; Jacquie Severs and Lisa MacKenzie, Durham Region; Kombe Mohamed and Christine Carrington, Halton Region; Linda Sicoli, Niagara Region; Steve McCardle 4DM Inc.; Janet Horner, Marilyn Bidgood, Nicole Winter and Tayler Black, GHFFA.



Data Refresh and Data Input Template

Data refresh has been a priority for a number of municipalities. Durham, Niagara, York, and Peel/Caledon have refreshed their data and several others are underway. To make the most of the system, update your data today!

Getting started:

1. Contact Tayler or Marilyn and request a copy of the current data upload template (most recent update March 2020), NAICS code lists and User Guide.
2. Login to ConnectON and download your existing data and save it as an Excel Spreadsheet.
3. Decide if you are going to do a partial upload or full upload of data. A full upload will replace all of the records (both agri-food and manufacturing) in the system. Most data refresh will be a partial upload.

Refreshing the data:

4. Review, update and add new data, saving it as a new spreadsheet. As the Farm Business Registration data has been updated, the focus could be on the other businesses. When working with the data;

- Ensure dataset contains all of the required mandatory fields. These mandatory fields are as follows: business asset name, asset status (active or not active), NAICS code, longitude and latitude, full address including postal code, municipal ID
- Make sure the mandatory fields meet template formatting requirements. For example: the business asset has at least a 5 digit NAICS code and the longitude and latitude coordinates have at least 4 decimal points
- Determine if there is any discretionary (or nice-to-have) information that can be included or was previously included in the original data. For example: Employee information such as the the number of employees
- Once you have identified the mandatory and discretionary information that will be included in the data refresh, remove any additional information that won't be used. In your spreadsheet, only include fields that will be copied over into the data upload template.

Next Steps:

5. Using the data upload template, copy the data over into the data upload template
6. Contact Tayler or Marilyn to enable the data upload
7. Review the results and make corrections and adjustments. Guidelines to assist troubleshooting:

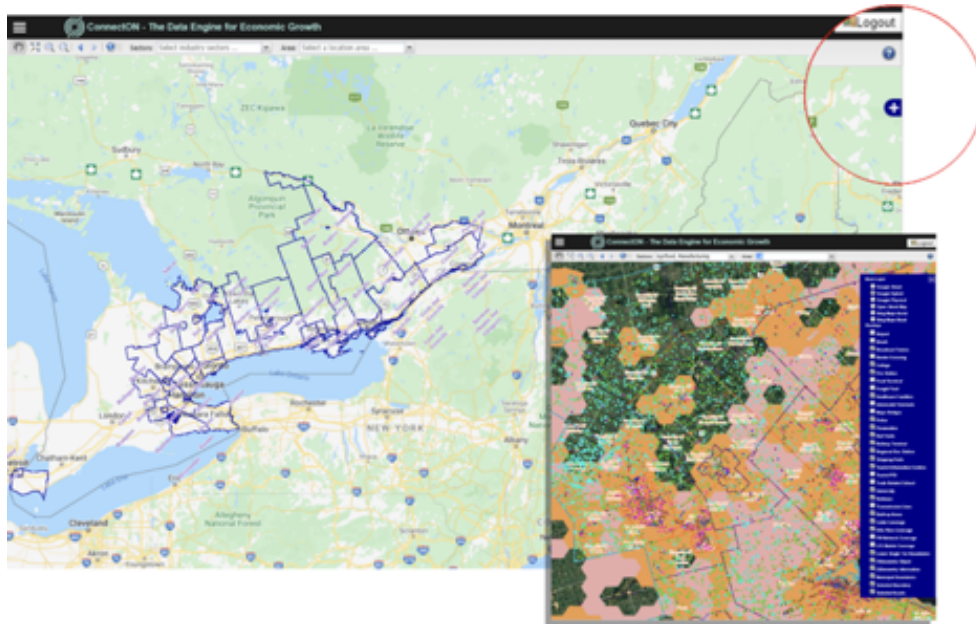
- Business assets that have more than one NAICS code must have a comma and then a space separating the codes
- Address is the full civic 911 address including the postal code and is formatted as follows: [735 Don Mills Road, North York, ON, M3C 1T5](#)
- No special characters such as / \ : ; in the data upload template (excluding business asset name)

Tips and Tricks

New Mapping Layers

With the recent addition of a few new map layers we thought it would be worth highlighting how to access this data. Clicking the small '+' button near the top right corner of your screen brings up a menu that not only allows you to select

one of many base layers for your map but also enables you to choose which overlays you want to be visible. To show or hide a layer on your map, simply click the box beside the name of the layer. Boxes with a check in them indicate the overlay is visible while boxes without check marks indicate the layer is hidden. With over 30 different layers to choose from there is ample opportunity to enhance your map or draw new conclusions from the relationships between these layers and your mapped assets.



2019 Project Highlights

Communications: The decision to “brand” our asset mapping work resulted in a name, logo and tagline and “ConnectON” was born! A public facing website was developed in-house and the link was promoted through various channels. Go to www.connecton.ca and check out information, examples and testimonials. Three editions of ConnectON News were distributed. A banner was created and online and print resources were developed and distributed at events, training sessions and meetings.

Marketing and Promotion: Key objectives were to create awareness, drive business to our website and to position ConnectON as “a go-to” source for economic development, policy and research. We participated at the EDCO Conference with a trade show booth and as a program speaker. Resources were distributed and new contacts were made. ConnectON was used to support and inform the following policy and research initiatives: Ontario Food Terminal Study, Carrot Value Chain Study, Eastern Ontario Local Food Aggregation and Distribution Study, Guelph/Wellington Smart Cities Project and 5 Business Retention and Expansion projects. ConnectON was included as an example of a collaborative initiative to address rural data challenges in the report State of Rural Canada III - Bridging Rural Data Gaps, (2019) Canadian Rural Revitalization Foundation: ConnectON Case Study (Full Report: <http://sorc.crrf.ca/>). The report that was presented at the national 2019 Sustainable Communities Conference.

Training and Presentations: Education and awareness were achieved through over 20 individual and group presentations, resulting in a new municipal partnership with the City of Ottawa, and leading to ongoing discussions with the Western Ontario Warden’s Caucus, SCOR EDC, Anishinabek First Nations, and the Canadian Organic Growers.

Data and System Upgrades: We moved forward with the addition of new data sources, while harmonizing and updating current data. Farm Business Registration data was updated, new data from Friends of the Greenbelt was added and Golden Horseshoe municipalities were a focus for data refresh. York and Niagara completed a refresh representing 18,000+ businesses. Completion of Halton, Durham, Peel, City of Hamilton and the City of Toronto is anticipated for 2020. New features to the system include infrastructure layers like health services, telecommunications coverage, border crossings, tourism points of interest, lower tier municipal mapping and many more. A drawing tool was added so users can query data by drawing a box or a circle on the map page, and sort by NAICS code.

While much has been accomplished in 2019, there is more to be done. We are encouraged by the continued interest in expanding geographic areas, adding sectors and new partnerships.

ConnectON Websites

To login: A reminder that access to the login screen and mapping system can now be found at login.connecton.ca. Tayler Black can help you if you need assistance with your login information. His email address is support@connecton.ca

Public Facing website: www.ConnectON.ca This is a great resource to provide program background and information to anyone who is interested in what ConnectON is all about. Be sure to check it out for information and ideas!

Contact Information

For help or further information please contact:

Tayler Black, Data Manager at support@connecton.ca
Marilyn Bidgood, Project Manager at info@connecton.ca



Golden Horseshoe Food and Farming Alliance
www.FoodandFarming.ca

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