



ConnectON

Data engine for economic growth

ConnectON Asset Mapping News

October 2019

**“Coming together is a beginning; keeping together is progress;
working together is success.” - Henry Ford**

We have had great beginnings with ConnectON, starting with the Golden Horseshoe municipalities coming together for a pilot project and then growing to include over 40 municipal partners. We have progressed as the manufacturing and agri-food asset mapping projects merged into a common platform and processes and enhanced methods to sort, map and update data have been developed. New relationships and partnerships continue to be cultivated. As Henry Ford so eloquently said, our collaborative approach and working together will lead to continued success.

Be sure to check out the recent projects where ConnectON has been used, updates, added features and enhancements, and tips & tricks on filtering and sorting data. We hope you find the newsletter helpful.

Your feedback is always welcome!

ConnectON.ca

News & Updates

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 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!

ConnectON: Staying Connected With You

One on One: Over the past year, several ConnectON workshops were offered to provide training and introduce new users to the program. To continue to engage with our current partners, Tayler and Marilyn are offering one on one meetings with each municipal partner, either in person or over the phone. We have already met with some of you and are working to schedule more meetings. The purpose is to engage/re-engage those who have access to the system to support login, data searches and mapping, data refresh, hear your input, and offer support for your use of ConnectON. If you have not heard from us yet, and would like to schedule a meeting, please contact [Tayler](#) or [Marilyn](#) and we be pleased to set something up.

Recruitment of new partners – The Queens Business Consulting report on ConnectON governance and business planning, which was received in the fall of 2018, identified expanding geographically to include new partners as one of the next steps for ConnectON. To date, meetings have been held with select targeted new potential partners and information sessions for specific southwestern Ontario locations are in the planning process.

Data Refresh

A number of municipalities are in the process of refreshing their data in the ConnectON system. Sources for updating data include current employment surveys, Business Retention and Expansion surveys, business directories and other municipal data. A reminder that the Farm Business Registration data was updated in January 2019 and the NAICS code lists have been revised to include cannabis-related businesses.

Here are a few tips to get started on the data refresh process:

1. Contact Tayler or Marilyn
2. Request a copy of the current data upload template, NAICS code lists and user guide
3. Login to ConnectON
4. Download your existing data and save it as an Excel Spreadsheet
5. 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.
6. 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
7. Using the data upload template, copy the data over into the data upload template
8. Contact [Tayler](#) or [Marilyn](#) to enable the data upload
9. Review the results and make corrections and adjustments

It is our goal to support you in this process and work to have data refreshed over the several months.

ConnectON Used in Recent Studies

ConnectON data has been used as a resource to understand sectors, sort data, inform strategies and studies, etc. **The following is a list of recent studies where ConnectON has been used as a data source and/or to inform the study:**

State of Rural Canada III - Bridging Rural Data Gaps, (2019) Canadian Rural Revitalization Foundation: ConnectON Case Study
Full Report: <http://sorc.crrf.ca/>

ConnectON is included in the report and was presented as an example of a collaborative initiative to address data challenges. The following are highlights from the full report that was presented at the recent 2019 Sustainable Communities Conference:

Data challenges have real world implications for rural places across Canada, impacting decisions, programs, and policies locally, provincially, territorially, and federally. The challenges go beyond whether or not certain data exists (or exists at the appropriate scale). Access to data, the capacity to conduct analysis, and the skills to interpret and communicate results are all important pieces of the puzzle of using data to inform better rural decision-making. From a pragmatic view, limited time and funds mean that we all must make decisions and take action based on incomplete information. However, there are many innovative examples of rural places doing more with less in order to fill data gaps. The successes of these collaborative efforts show the potential for shared benefits across different stakeholder groups. They also show effective practices that can potentially be adapted to other contexts. In a changing world that forces our communities to adapt to rapid environmental and economic shifts, this kind of innovative problem solving is imperative.

Key Findings:

- Data means more than numbers - including both qualitative and quantitative information.
- A single type of data is rarely sufficient. Solving complex challenges requires integration of multiple types of data.
- Data must be appropriate for the question asked or issue explored – having the right data, for the right place, at the right scale.
- How data is collected matters. The approaches and processes used to collect and analyze data matter for it to be accurate and appropriate, as well as respectful of differing cultures and worldviews.
- Equity issues are reflected in data – often revealing disparities in data quality within provinces and territories, between rural and urban regions, and across different types of rural places.
- Data makes a difference to policy and program outcomes. When dependable data is collected, analyzed, and put to use, it can have an impact at any scale.
- Understanding change over time, or comparing jurisdictions or places, requires the ability to benchmark and track evidence.

Eastern Ontario Local Food Aggregation and Distribution Study:

Peterborough & the Kawarthas Economic Development (PKED) is working on a feasibility study and business case for an Eastern Ontario Local Food Aggregation and Distribution Centre to be located in Peterborough County. It is intended that this wholesale market place will facilitate the aggregation, storage and distribution of locally produced food to wholesale buyers in the Eastern Ontario region. This Agri-Food project supports Peterborough County's transition into a new rural economy through collaborative processes that will potentially drive business model innovation.

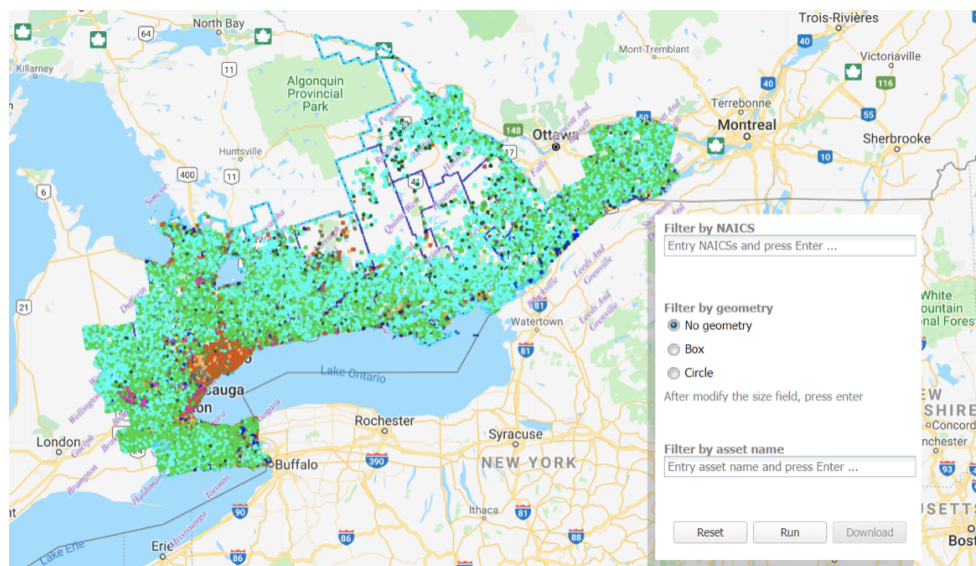
Business Retention and Expansion (BR&E) studies – ConnectON has been used as a resource for several BR&E studies. Data has been sorted by NAICS to provide a breakdown of businesses across the value chain. Also, a contact list for conducting business interviews from specific business contact information can be created. Durham Region, Simcoe/Grey/Bruce Regional BR&E, and Dufferin County have recently used ConnectON in their projects. A reminder when collecting data from BR&E survey results and other business and employment surveys, to collect the data with the ConnectON mandatory fields in mind. These include business name, NAICS code (to 6 digits if possible), postal code, full property address, longitude and latitude. By collecting data this way, survey results can easily be transferred to the data input spreadsheet and uploaded.

Ontario Food Terminal Study (2019) – Canadian Urban Institute. Link and project results coming soon.

Carrot Value Chain Study (2019) – Holland Marsh Growers Association and the Golden Horseshoe Food and Farming Alliance. Link and project results coming soon.

Tips and Tricks

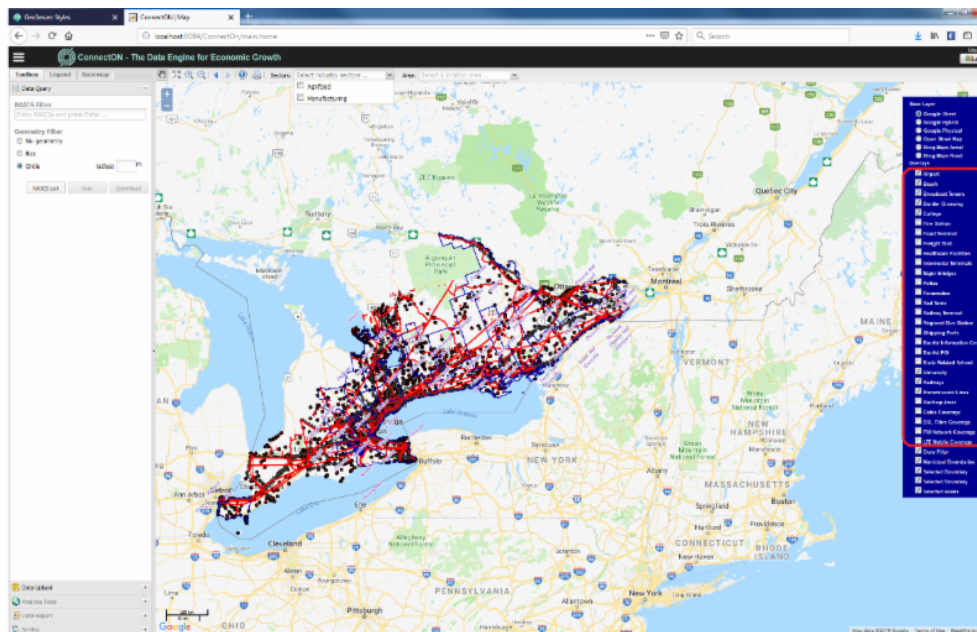
With the recent addition of a few more filtering options within the ConnectON tool, it's important to note that any or all of the filtering options can be used in conjunction with each other. Whether you're looking to find a specific type of asset within a geographical radius using the *NAICS* and *Circle* options, search for a specific asset in a custom defined area using the *Box* and *Asset Name* filters or even use the *NAICS*, *Geometrical* and *Asset Name* filters all together, there are plenty of options for filtering the data to suit your needs. With over 70,000 points of data in the system it's important to make sure the data you're working with is the data you want and the filters available should help you get there.



Enhancements to ConnectON Asset Mapping System

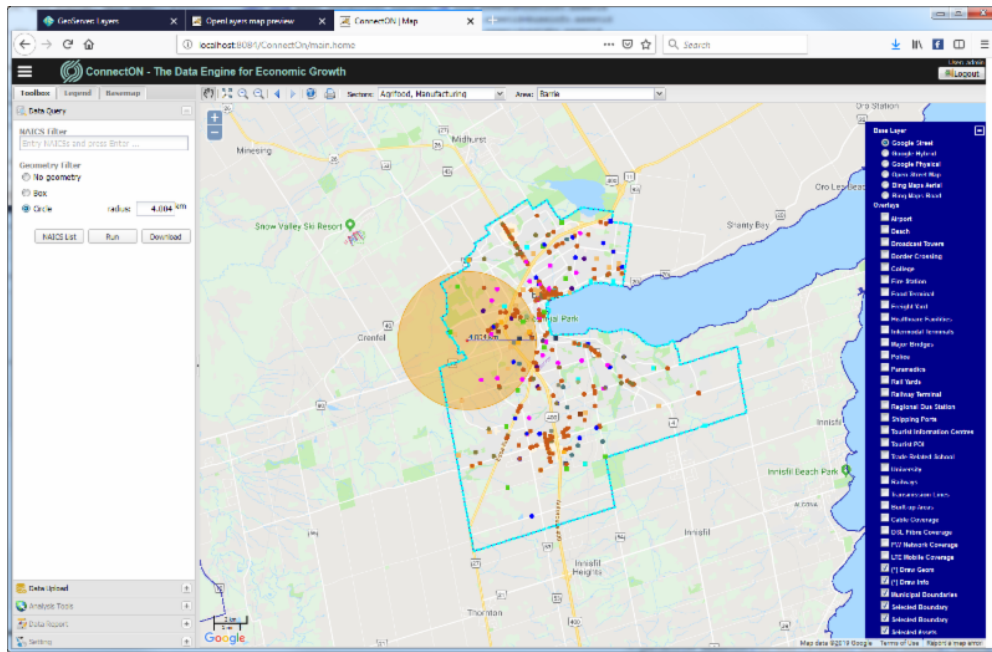
This information was included in our previous newsletter, and we are including it again as a reference for you as you login and use the system.

- As part of the Rural Economic Development (RED) project, further updates to the data and the asset mapping system were undertaken and will be available to the community of users in the coming week.
- **Farm Business Registration Data Refreshed:** The ongoing support by Ontario Ministry of Agriculture and Rural Affairs (OMAFRA) coordinated, organized, and processed the Farm Business Registry (FBR) data, including the addition of NAICS codes for all the ConnectON program partners. A special thanks to the effort of Carolyn Puterbough and David Lauzon at OMAFRA. Data has been uploaded for all partners to access.
- **New Mapping Layers:** Web development included updated web mapping layers from the activities conducted during Phase II of Manufacturing Asset Mapping project. A map view can be created by the users to overlay individually the 28 new infrastructure map layers. Layers include telecommunications coverage, border crossings, tourism points of interest and many more. The image below illustrates the distribution of the infrastructure layers.



Users will be able to turn on and off the layers for visual reference and in future query asset points to infrastructure layers such as transportation networks or border crossing as an example.

- **New Query Tools - Draw and Asset Name:** A set of exciting new query tools, both spatial and attribute based have been developed. Users will now be able to query by drawing a box or a circle on the map page. For instance, the ConnectON user community can now spatial query by drawing a circle on a point of interest, then ask for all the assets within a 5 km radius. Also, the user can further refine a query to specify a set of NAICS codes e.g. How many manufacturing assets (NAIC 32,33) are within a 5km radius? The illustration below shows the spatial query for the Barrie areas. The query will only return assets points within the municipal boundary.



- Also, we have added the ability to conduct a textual query on the “asset name” field. The benefit to ConnectON users is the ability to create complex queries that can include asset names, NAICS code, geographic area, and industry sector. For example, assuming the asset data has been mapped, a user can query all the assets in manufacture sector having a NAICS code 32, within the municipal boundary of Barrie, at a 5km range from a point of interest.
- The assets can then be displayed on the map and downloaded as csv file. On the map display, users can use the new updated identify tool, which is being enhanced to show more information when clicking on the asset point.
- The new features and how to use them will be included in the updated user guide.

Contact Information

For help or further information please contact:

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



Golden Horseshoe Food and Farming Alliance
www.FoodandFarming.ca

STAY CONNECTED