



## ConnectON Asset Mapping News

*March 2019*

Exciting things have been happening with ConnectON — With over 40 municipal partners, 70,000+ data points and over 175 users, we have grown! All of the agri-food and manufacturing partner data is in the system, regional viewing has been enabled for agri-food and coming soon for manufacturing, the data upload tool is available for refreshing and adding new data, and the Farm Business Registration data has been updated as of January 2019.

Login to the system and become familiar with the new features of the tool, and how to refresh and upload new data. If you have lost or forgotten your login information, contact [Tayler Black](#) and he can help with that. As always, we are happy to answer questions and assist in any way.

Be sure to check out the updates, added features and enhancements, ideas shared by the City of Kawartha Lakes on using asset mapping and tips & tricks on regional viewing. We hope you find the newsletter helpful. Your feedback is always welcome!

ConnectON.ca

## News & Updates

### Data Refresh

With the updated Farm Business Registration data in the system, this is a perfect time to plan to refresh your data. Some municipalities have completed employment surveys and Business Retention and Expansion surveys, providing them with new and updated information on businesses in their area. Others are planning to work with summer students to input and update their data. As most of the agri-food business data was collected during the expansion of the

asset mapping project into the Greater Golden Horseshoe and Ontario East, it is likely the oldest and should be refreshed.

There are a few steps to follow when refreshing your data. Please contact Tayler or Marilyn and we will go through the process with you. Resources to help you with this are the data upload template, a User Guide and the master NAICS code lists for agri-food and manufacturing.

A short summary is below:

1. Contact Tayler or Marilyn
2. Login to ConnectON
3. Download your existing data and save it in an Excel Spreadsheet
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
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

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

### **ConnectON at EDCO Conference**

We were pleased to participate at the 2019 EDCO Conference: *Powershifting Economic Development*, as showcase exhibitors and program presenters.

Janet Horner, Executive Director, GHFFA, was a panelist on 'Fueling Your Community's Future Using Data-Driven Decision Making.'

The presentation highlighted how ConnectON is supporting economic development and planning staff and decision makers with easily accessible, real-time data. Communities and organizations are using data-driven decision making and GIS technology to take stock of their agri-food and manufacturing businesses and assets and drive their community forward. At our showcase booth we met with several new potential partners, and enjoyed the opportunity to meet and update many of our current partners.

### **ConnectON Website**

You may have already noticed but last month we launched our new public facing website at [www.ConnectON.ca](http://www.ConnectON.ca). With information for potential new users as well as resources for existing users, this site is a central access point for all things ConnectON! As with the main ConnectON tool, we have many new updates in the works for the website this year so keep an eye on both for these exciting changes. With the addition of this new site, access to the login screen and mapping system can now be found at [login.connecton.ca](http://login.connecton.ca).

### **ConnectON Workshop**

Plan to attend the ConnectON Asset Mapping workshop and be sure you are using this resource to its fullest!

This will be a **"hands on" session** to learn about using the system and features like sorting, mapping, printing, downloading data, data refresh and the new data upload tool, which you can use from your desktop. We will explore examples and ideas on how ConnectON can help you in your work. If you have user access, please bring your computer and system login user name and password. If you can't find it or have forgotten it, please let Tayler know and we can help you with that! For more information on ConnectON, please visit the website at [www.ConnectON.ca](http://www.ConnectON.ca). Full details for the session are below:

Date: **Wednesday, March 27, 2019**

Time: 1 - 3 P.M.

Location: Peterborough and Kawartha Economic Development (Boardroom)  
*270 George Street North, Suite 102, Peterborough Ontario, K9J 3H1*

To **register** for the session, please email your name and contact information to:

Tayler Black  
Data Manager, GHFFA  
[support@connecton.ca](mailto:support@connecton.ca)

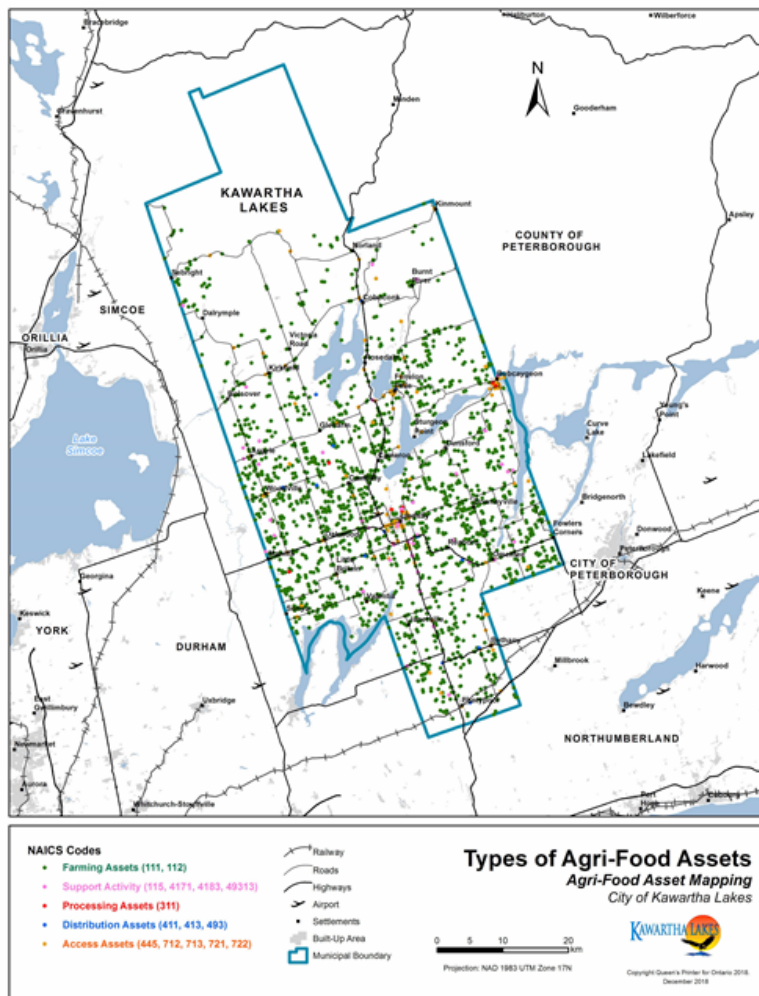
Hope to see you there!

## Communicating the Importance of the Agriculture Sector in Kawartha Lakes through Asset Maps

The City of Kawartha Lakes is a community with a strong and integral agriculture and agri-food sector that contributes economic benefits to the regional economy. To continue this tradition and to address challenges in changing landscape and the economic forces that can adversely affect the sustainability and growth of the agriculture sector, the City of Kawartha Lakes initiated and completed a comprehensive Agriculture Action Plan. The plan has been a strategic priority and efforts have been directed at implementing the plan since its creation in 2010.

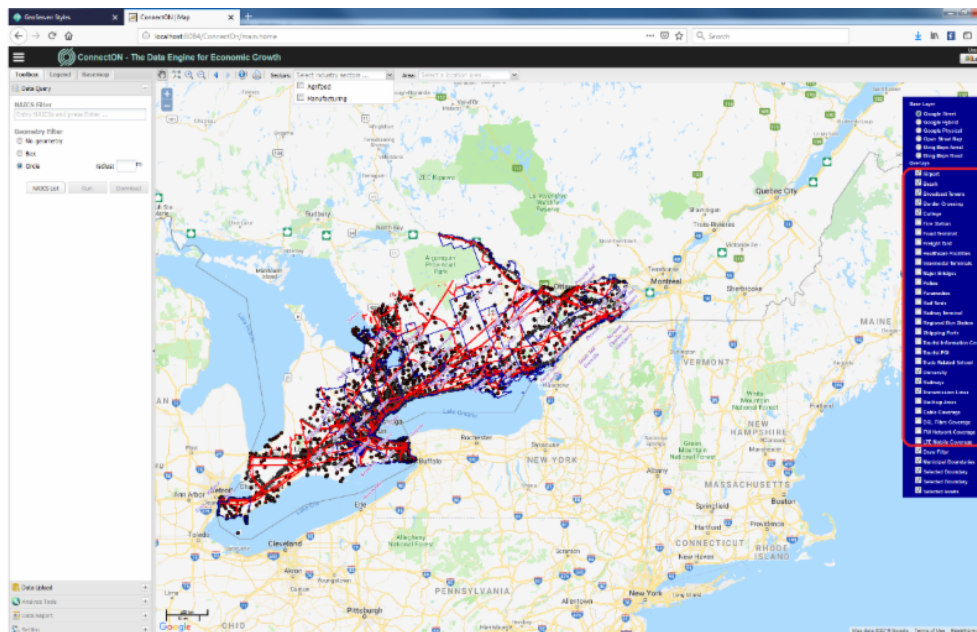
A key activity to support the development of an updated action plan is the Agriculture & Food Summit, which this year will be held on March 28, 2019. This is an interactive agriculture development event to engage the community about agriculture and food related projects underway and for the future in Kawartha Lakes. It is an opportunity for the community to contribute their views and ideas on agri-food sector as well as presenting economic strategy to help the sector thrive.

To support the Summit, the Kawartha Lakes Agriculture Economic Development team undertook an asset mapping project. City of Kawartha Lakes is a member of Ontario East Economic Development and as partner in program has access to the ConnectON web based asset mapping system. The team leveraged the ConnectON database to rapidly assemble various asset maps such as Crop Production, Livestock Production and Fruit and Vegetable Sector to illustrate the importance of agriculture sectors. The map below provides an example that illustrates all the agriculture and agri-food assets clusters.



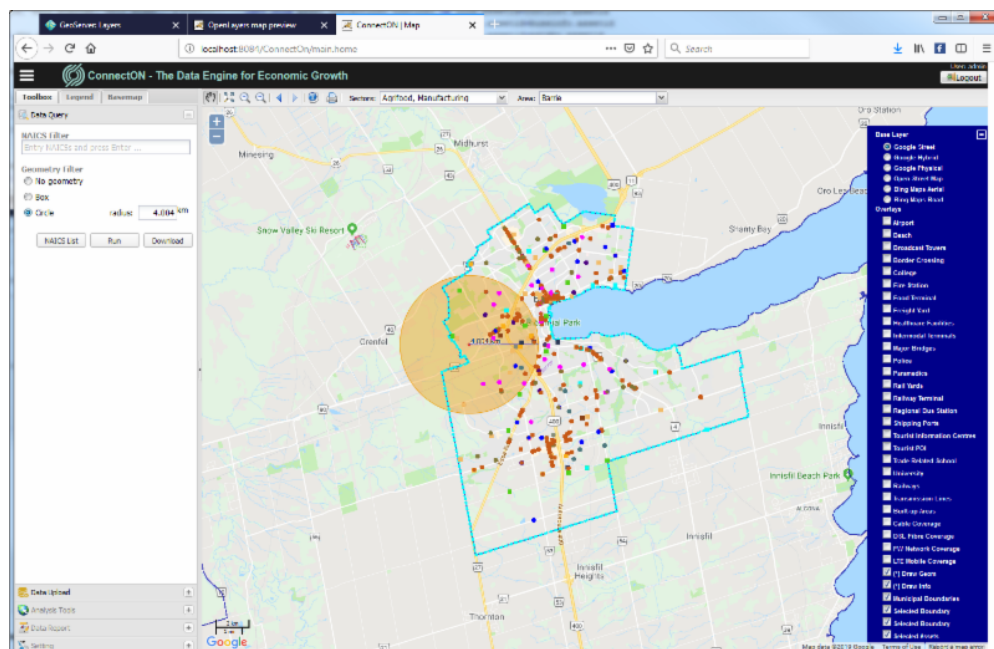
## Enhancements to ConnectON Asset Mapping System

- 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.

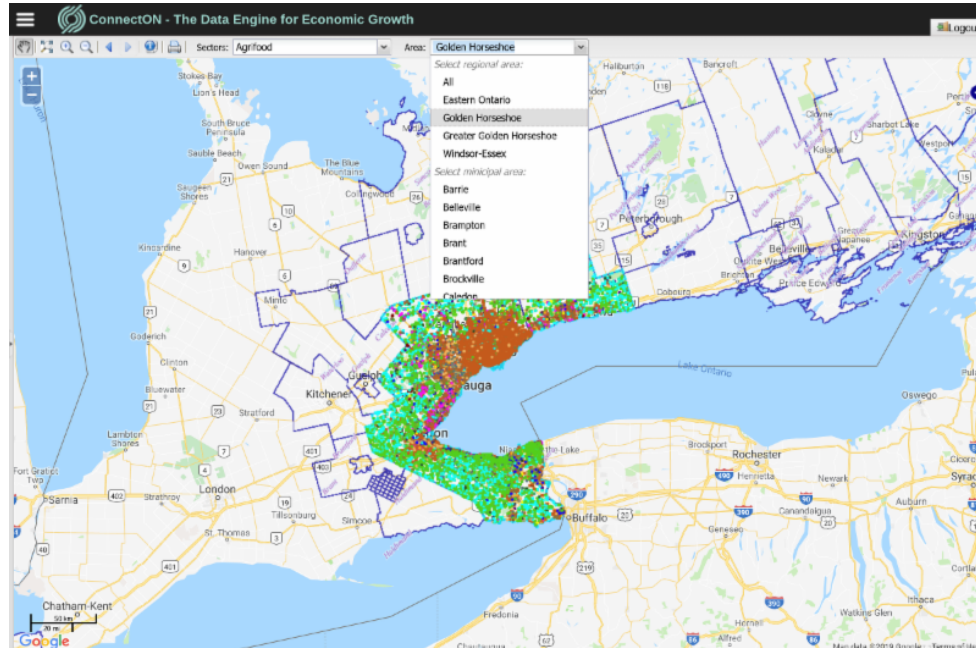




- Also, we have added the ability to conduct a textual query on the “asset name” field. The benefit to ConnectON users is the ability to create complex queries that can include asset names, NAICS code, geographic area, and industry sector. For example, assuming the asset data has been mapped, a user 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.

## Tips and Tricks - Regional Viewing

As we roll out regional viewing for our manufacturing users, we thought we'd touch on this great feature that differentiates ConnectON from other asset mapping systems you may use. Once logged in, the list of defined regions can be found with the list of municipalities in the *Area* drop down. Upon selecting a region, the assets within that area will show on the map just as they would for individual municipalities. While downloading data is not available for these regional views, the NAICS filtering, map picture printing, and asset identifying features you're familiar with are still available. The regional viewing feature is great for comparisons between municipalities as well as identifying cross border value chains.



## Contact Information

For help or further information please contact:

Tayler Black, Data Manager at [support@connecton.ca](mailto:support@connecton.ca)  
 Marilyn Bidgood, Project Manager at [info@connecton.ca](mailto:info@connecton.ca)



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