

## For Information Only

### World Council on City Data

Presented To: Finance and  
Administration  
Committee

Presented: Tuesday, Oct 13, 2020

Report Date Tuesday, Sep 29, 2020

Type: Presentations

### Resolution

For Information Only

### Relationship to the Strategic Plan / Health Impact Assessment

This report supports Council's Strategic Initiative to Demonstrate Innovation and Cost Effective Service Delivery. It specifically continues the evolution of business planning, financial and accountability reporting systems to support effective communication with taxpayers about the City's service efforts and accomplishments.

### Report Summary

The report provides details on the City's expansion of the scope of its municipal benchmarking through the participation in the Data for Canadian Cities Pilot Project in joining the World Council on City Data. The three-year pilot project supported by the Ministry of Infrastructure and Communities will provide the City certification along with cities across the globe under ISO 37120, the first international standard for city data. This is a unique global initiative that equips cities with useful, independently verified data. Greater Sudbury joins a global network of over 100 data-driven cities and achieved platinum certification, the highest level, for 2019.

### Financial Implications

There are no financial implication associated with this report. The City's participation in the Federal Government supported three-year Data for Canadian Cities Pilot Project to join the World Council on City Data is without cost until 2022 and the cost is estimated at \$13,500 for that year.

#### Signed By

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## **Background**

The City of Greater Sudbury's Strategic Plan contains a strategic objective of Asset Management and Service Excellence which calls for the corporation to "demonstrate innovation and cost-effective service delivery". Staff believe achieving this outcome requires robust data collection and reporting, and a reliable basis for comparison.

The Mayor's Office received information about a global municipal benchmarking opportunity in late 2019. Following a review by the CAO and with support from the Executive Leadership Team, Greater Sudbury joined the Toronto-based World Council on City Data ("WCCD") at the start of 2020. Like they do with MBNCanada reporting, Finance staff coordinated the enterprise-wide data collection and reporting process.

WCCD certifies cities across the globe under ISO 37120, the first international standard for city data. Through WCCD, a global network of more than 100 cities share comparable and independently verified municipal data in accordance with the ISO standard.

The corporation's membership commitment is for at least three years. Support for the membership in the form of financial assistance comes from the federal Ministry of Infrastructure and Communities.

The corporation has long been one of 17 Canadian cities that collaborates on an annual exercise of measuring and reporting performance information through its membership in the Municipal Benchmarking Network Canada (MBNCan). Benchmarking of both multi-year trends and comparisons to other municipalities provides data driven insights into service performance. It provides useful context to support decision making about service levels and helps identify opportunities for change by comparing local performance with peer municipalities across the country. It also offers data that enables meaningful interventions based on the experience of other municipalities, reducing the time required to analyze issues and find effective solutions that lead to better services and/or lower costs.

## **Analysis**

The three-year commitment includes federal financial support in years one and two, equivalent to the annual certification fees of \$10,000 US dollars, with the Corporation being responsible for the membership cost in the final year. The corporation must also annually provide the data required for reporting the ISO37120 indicators.

The WCCD performed a preliminary review of publicly available data and determined the corporation already had 59 of the 104 indicators available. The partnership with the WCCD includes access to WCCD staff who assist with data access and reporting. With some incremental effort, the corporation was successful in reporting data to fulfill the requirements for at least 90 indicators in the WCCD dataset. This meant the corporation could achieve Platinum Certification, the highest level of certification available. The corporation's results were subject to independent review as part of the certification process.

The Toronto-based WCCD was founded in 2014. It exists to help communities of all sizes in Canada and across the globe embrace standard, independently verified and globally comparable city data. Similar to MBNCanada, WCCD supports comparisons with data that assist cities to improve their performance and their communities' quality of life. Since 2014 the WCCD has been working with almost 100 cities across 38 countries and has helped these cities

to adopt ISO 37120. The corporation is now among thirty Canadian municipalities on the WCCD.

ISO 37120 utilizes data sources both *within* the municipal government's direct service delivery responsibilities (MBNCanada-benchmarked services like Waste Management, Water and Wastewater, Sports & Recreation, Culture, Transit); and *beyond* – such as Statistics Canada and Ministry of Education – to develop a more fulsome profile of a city's quality of life.

The partial list of WCCD's ISO37120 categories demonstrates the wider reach of this body of globally comparable and independently verified city-level data:

- ✓ Economy
- ✓ Education
- ✓ Energy
- ✓ Environment & Climate Change
- ✓ Health
- ✓ Telecommunication

Staff responded quickly and efficiently to assemble all 2018 data required to complete the data-call. The result of their efforts was Greater Sudbury was awarded WCCD Platinum Certification for 2019 (collection year of 2018 data) on March 31, 2020. The ongoing COVID-19 response prevented this report from being presented at previous meetings.

The results of participation in this global initiative are highlighted in the attached flipbook. The flipbook provides a comparison of Greater Sudbury to both Canadian and international cities in numerous areas including:

- Demographics- in a Canadian perspective
- Environmental – fine particulate matter compared to international cities
- Housing – percentage of population living in affordable housing in Canadian cities
- An Educated Workforce – percentage of higher education degrees per 100,000 population internationally

The WCCD also has an online data portal that will assist the corporation with accessing comparisons on a global scale and provide the corporation with more benchmarking opportunities. WCCD and MBNCanada data complement each other, and will be included in various staff reports and public documents, such as the annual budget and Annual Report.

## **Conclusion**

Staff provided a timely response to the WCCD data call, which was a critical factor in the Corporation's WCCD Platinum Certification in its first year as a member. Participation in the three-year Data for Canadian Cities Pilot Project will ensure the Corporation has independently verified, globally comparable city data to assist in its service benchmarking efforts and to broader measures of community sustainability and progress. The data and the comparisons it provides offers useful context to support decision making and helps demonstrate accountability for results.

# CITY OF GREATER SUDBURY

DATA DRIVEN INSIGHTS



WCCD

DATA FOR  
CANADIAN  
CITIES



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WORLD COUNCIL  
ON CITY DATA



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ON CITY DATA



**DATA FOR  
CANADIAN  
CITIES**

## ABOUT THE WORLD COUNCIL ON CITY DATA

[www.dataforcities.org](http://www.dataforcities.org)

The World Council on City Data (WCCD) was founded in 2014 and exists to help communities of all sizes - in Canada and across the globe - to embrace standardized, independently verified, and globally comparable city data to become more sustainable, resilient, prosperous inclusive and smart. Since its founding, the WCCD has been working with 100 cities worldwide and has helped these cities to adopt ISO 37120, the first international standard for city data. The WCCD and ISO 37120 are a truly "Made in Canada" initiative – with their ultimate creation primarily spearheaded by Canadian urban thinkers and city leaders. The standard includes 104 indicators across 19 themes and standardizes a set of city services and quality of life. ISO 37120 provides cities with quantitative, globally comparable and independently verified local-level data enabling any city, of any size, to measure and compare its social, economic, and environmental progress internally year over year, and also in relation to other peer cities locally and globally. The WCCD is now also operationalizing two new standards: ISO 37122 Indicators for Smart Cities and ISO 37123 Indicators for Resilient Cities across its rapidly growing network. The WCCD has led the development of this "ISO 37120 Series" of three global standards to support cities in Canada and globally in building a global framework for city data that allows cities to drive measurable progress for sustainable, resilient and smart futures.

**ISO 37120**



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ON CITY DATA

**The City of Greater Sudbury** achieved WCCD ISO 37120 Platinum Certification in 2019 – supported by the Government of Canada – having reported over 90 standardised city-level indicators, across nineteen themes.



# ABOUT THE DATA FOR CANADIAN CITIES PROJECT

Equipping city leaders across Canada with high-calibre, comparable, and independently verified municipal data, the Data for Canadian Cities Project is a transformative, three-year, Canada-wide project that is currently underway in fifteen data-driven municipalities across the country. Supported by the Federal Ministry of Infrastructure and Communities, the Project provides city leaders with the kind of data they need to make important decisions, but also strengthens internal benchmarking, while enabling robust, apples-to-apples comparisons with thirty cities across Canada, and one hundred cities worldwide. From strengthening sustainability planning to driving economic development to achieving climate-change objectives, and informing critical investment decisions, the Data for Canadian Cities Project offers municipal decision-makers across the country the essential data that they need to create smarter, more sustainable, resilient, prosperous and inclusive communities.

## THE DATA FOR CANADIAN CITIES PROJECT – PARTICIPATING MUNICIPALITIES

Fifteen new Canadian municipalities participating in the Data for Canadian Cities Project join established WCCD member cities to create a cohort of thirty WCCD-certified Canadian cities. Graphs in this document showcase cities in this cohort as well as appropriate global peers. Peer cities are selected on the basis of various criteria, including for example population size, density, economic profile, demographic makeup and location.



# **GREATER SUDBURY**

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**A GLOBAL  
LEADER IN  
SUSTAINABLE  
GROWTH**



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CANADIAN  
CITIES**



**GREATER SUDBURY: A GLOBAL LEADER IN SUSTAINABLE GROWTH**

**PLANNING FOR DEMOGRAPHIC CHANGE**



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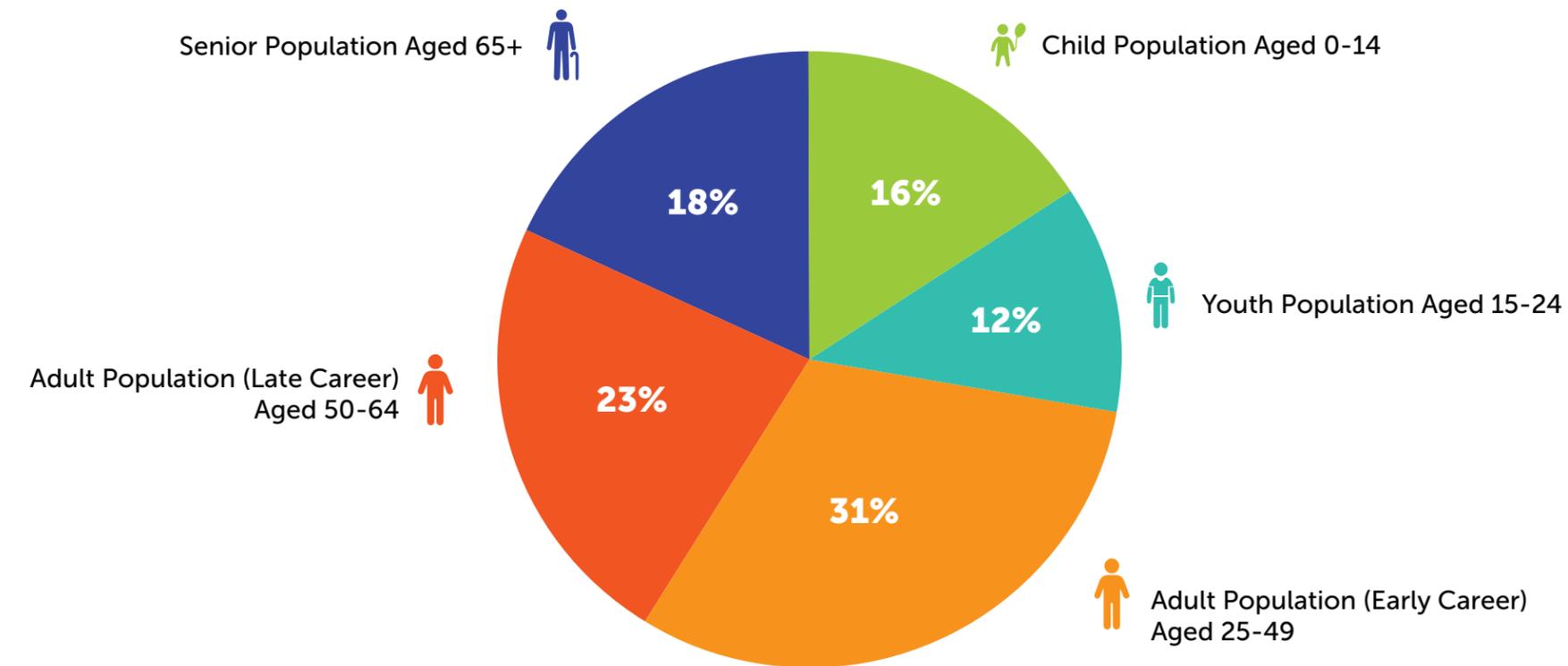


**DATA FOR CANADIAN CITIES**

## Greater Sudbury Demographic Profile

ISO 37120

Age Cohort



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PLANNING FOR DEMOGRAPHIC CHANGE



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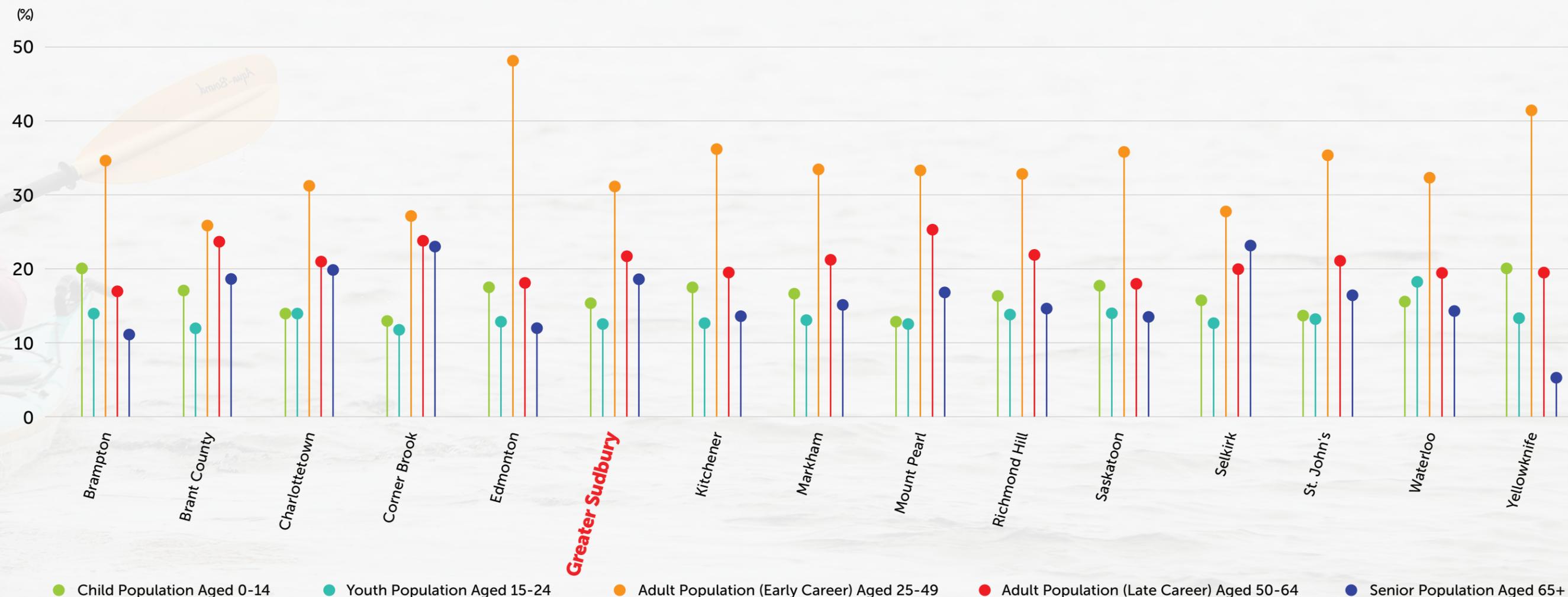
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DATA FOR CANADIAN CITIES

## Greater Sudbury Demographics in a Canadian Perspective

ISO 37120





**GREATER SUDBURY: A GLOBAL LEADER IN SUSTAINABLE GROWTH**

# CLEAN AIR IN ONTARIO'S NORTH

*PM2.5 measures levels of fine particulate matter in the air, such as fine dust and soil particles, acids, metals and allergens. Health effects from high concentrations of particulate matter in the air are predominantly associated with respiratory and cardiovascular issues.*



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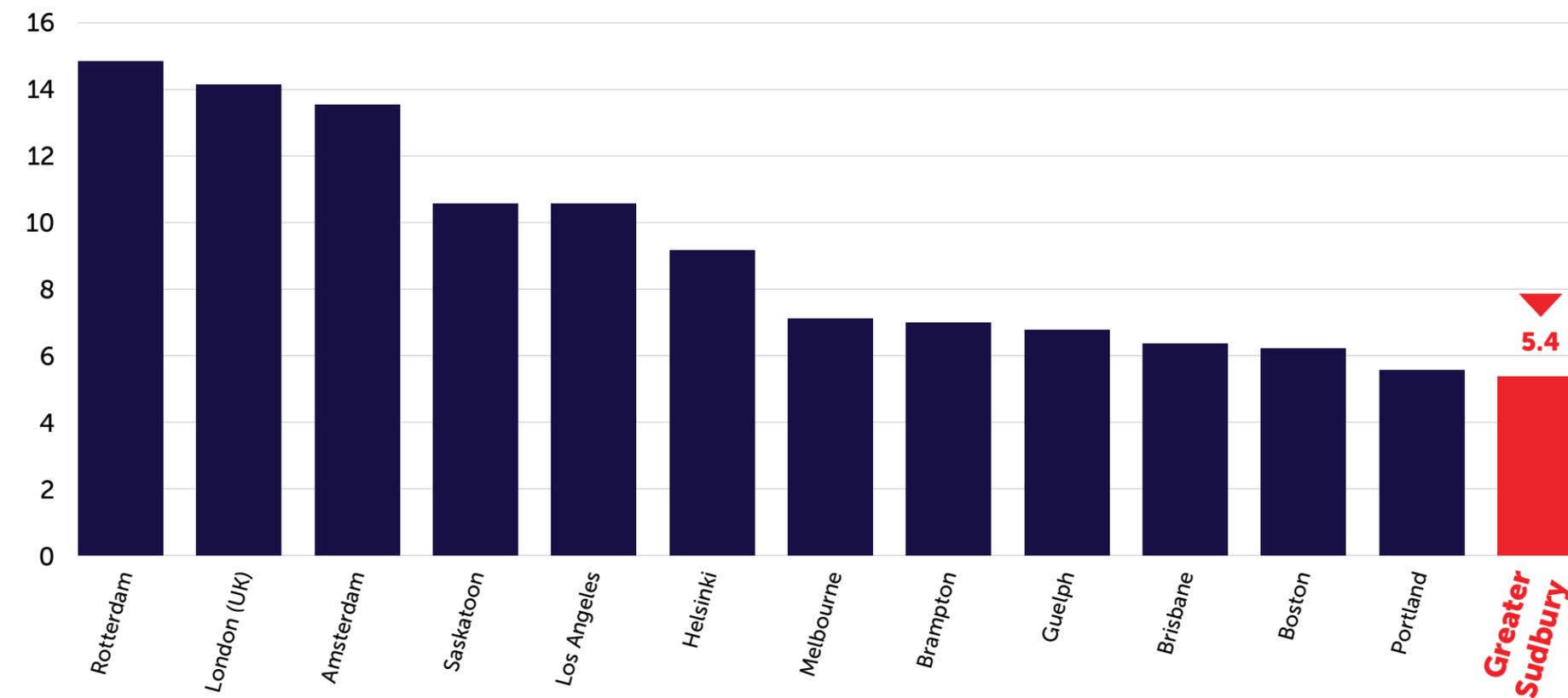
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CANADIAN  
CITIES**

## Fine Particulate Matter (PM2.5) Concentration

ISO 37120 Indicator 8.1





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**ENCOURAGING ENVIRONMENTAL STEWARDSHIP**



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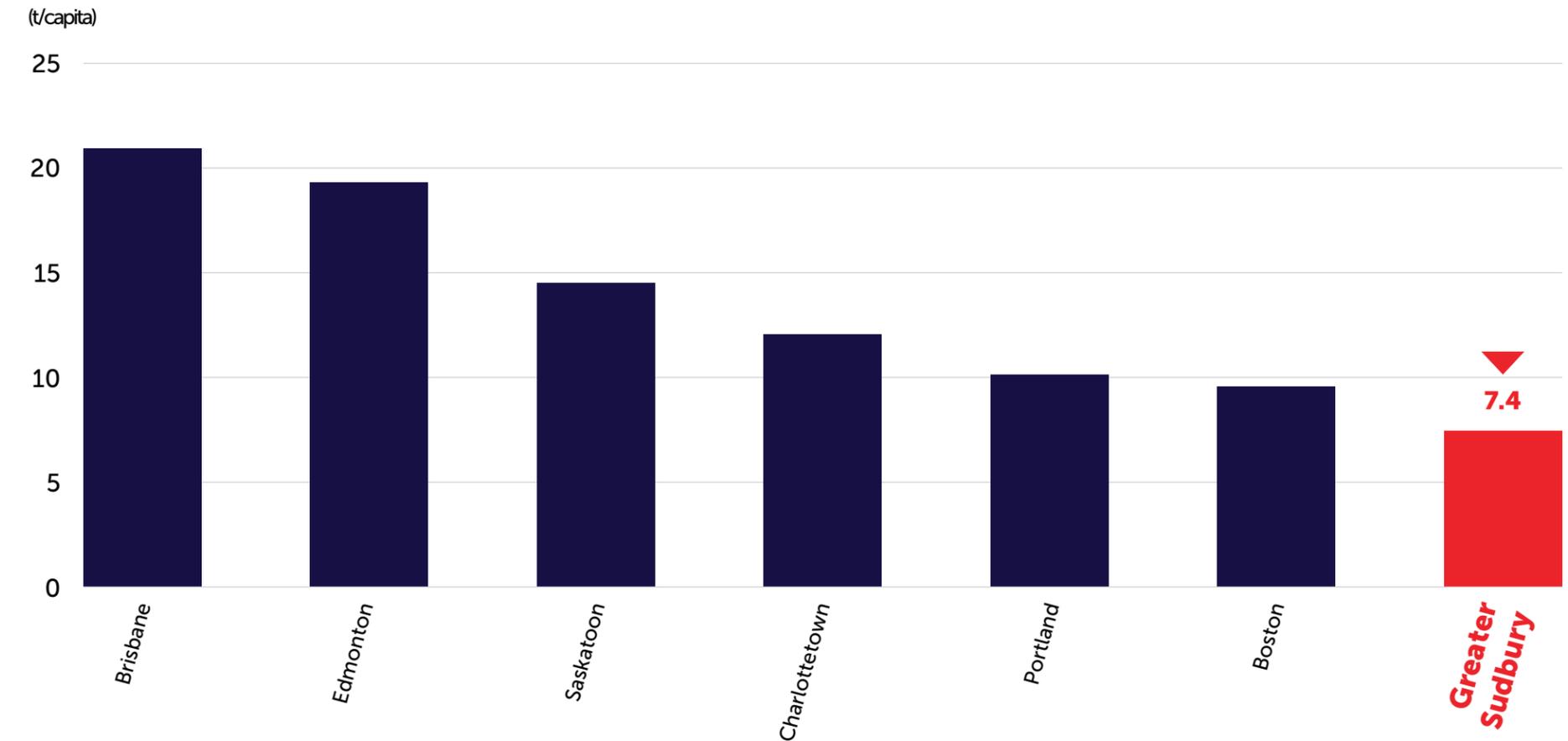
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CITIES**

## Greenhouse Gas Emissions Measured in tonnes per capita

ISO 37120 Indicator 8.3



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LEADER IN SUSTAINABLE GROWTH**

**SUSTAINABLE  
MOBILITY**



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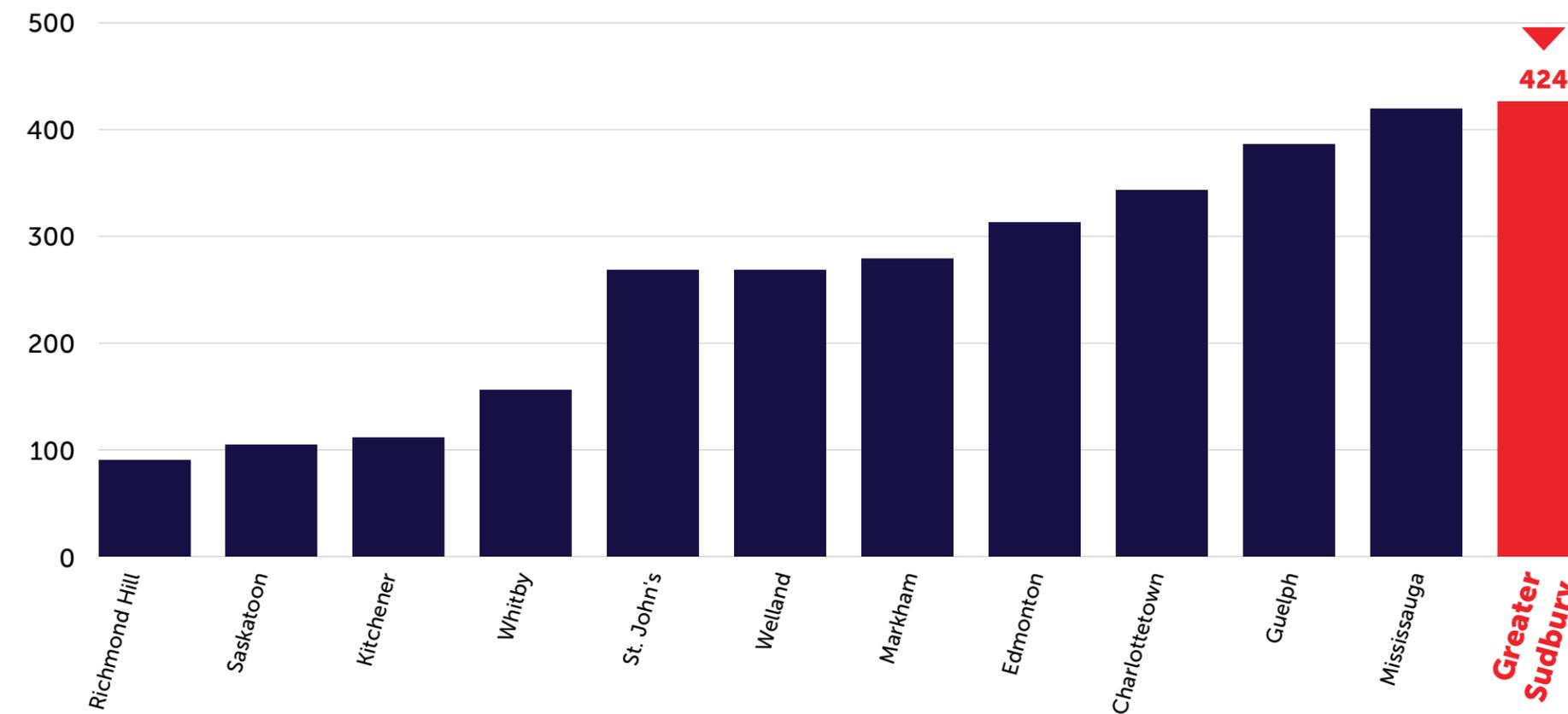
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## Kilometres of Public Transport System per 100 000 Population

ISO 37120 Indicator 19.1



# GREATER SUDBURY

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## BUILDING AN INCLUSIVE CITY



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CANADIAN  
CITIES**

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## GREATER SUDBURY: BUILDING AN INCLUSIVE CITY

# PROVIDING OPTIONS FOR HOUSING

*This threshold figure measures the percentage of a city's population that are living in housing that is affordable, defined according to what a given household spends on housing relative to household income. In Canada, housing is considered to be affordable when less than 30% of before-tax income is spent on housing.*



WCCD

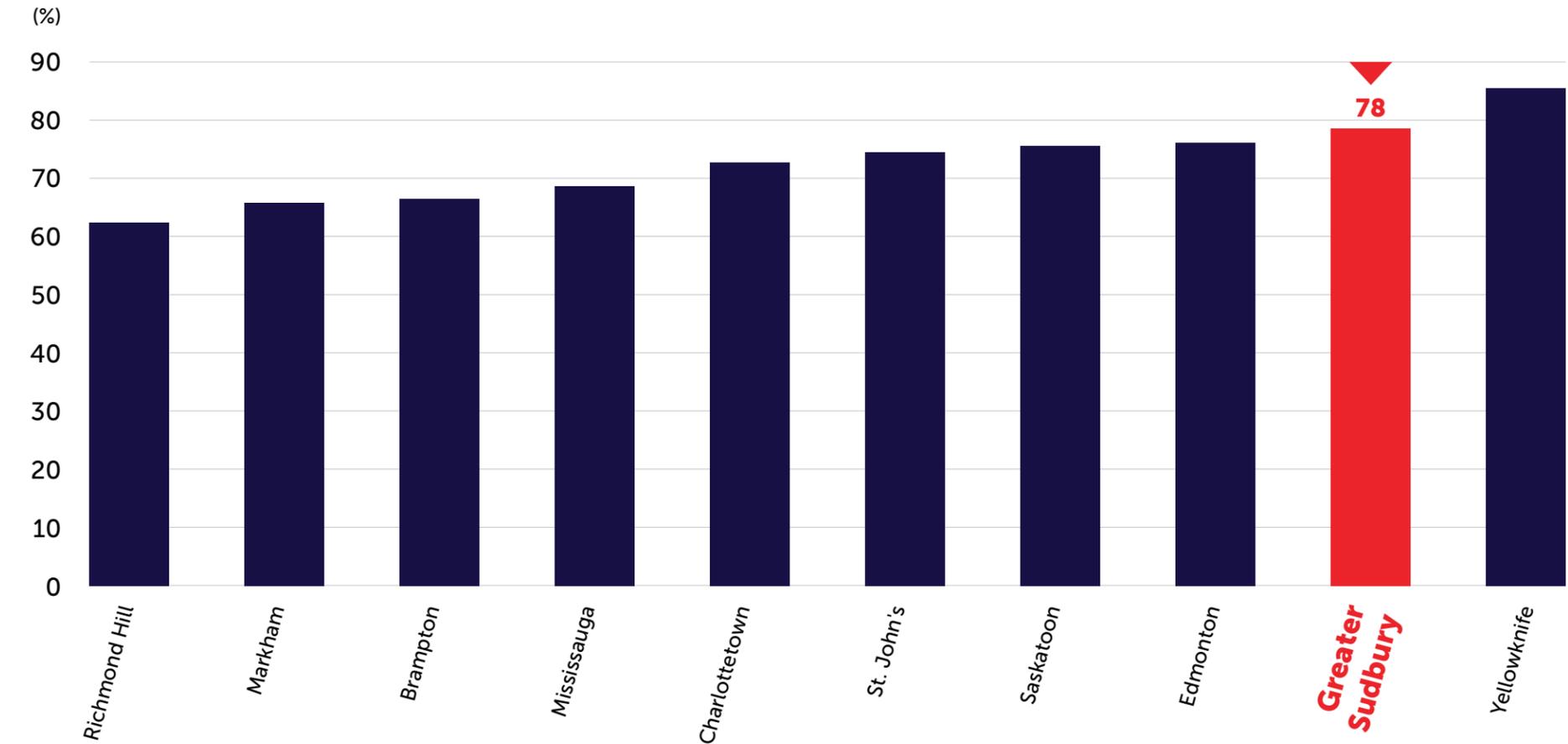
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## Percentage of Population Living in Affordable Housing

ISO 37120 Indicator 12.2



**GREATER SUDBURY:  
BUILDING AN INCLUSIVE CITY**

**GUARANTEEING  
A HEALTHY  
STANDARD OF  
LIVING**



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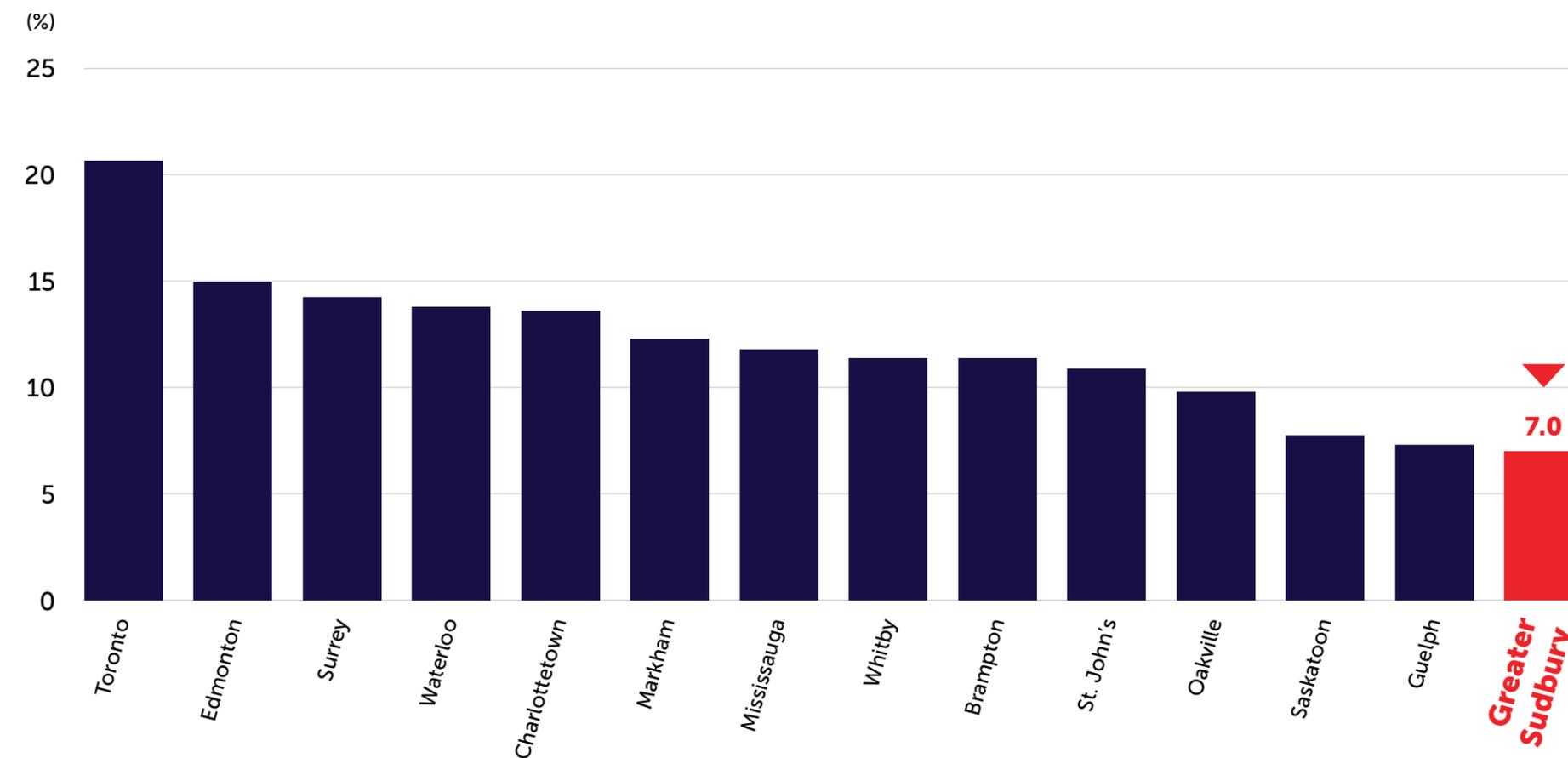
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## Percentage of the City Population Living below the National Poverty Line

ISO 37120 Indicator 13.2



# GREATER SUDBURY

A PLACE TO DO  
BUSINESS



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DATA FOR  
CANADIAN  
CITIES





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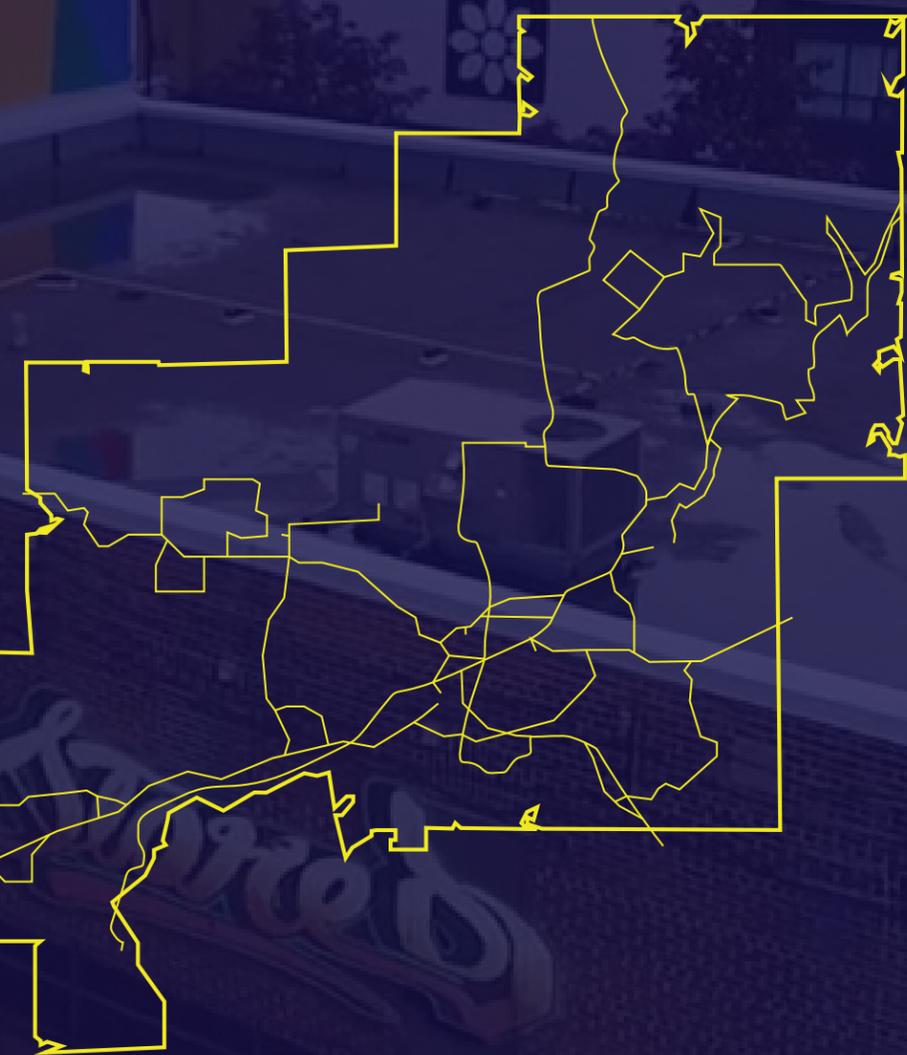
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CANADIAN  
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**GREATER SUDBURY:  
A PLACE TO DO BUSINESS**

**ATTRACTING NEW  
BUSINESSES AND  
SUPPORTING  
ESTABLISHED ONES**

Number of Businesses  
per 100 000 Population

ISO 37120 Indicator 5.5



**NUMBER OF  
BUSINESSES IN  
GREATER SUDBURY**

**5,191**

**per 100 000 population**

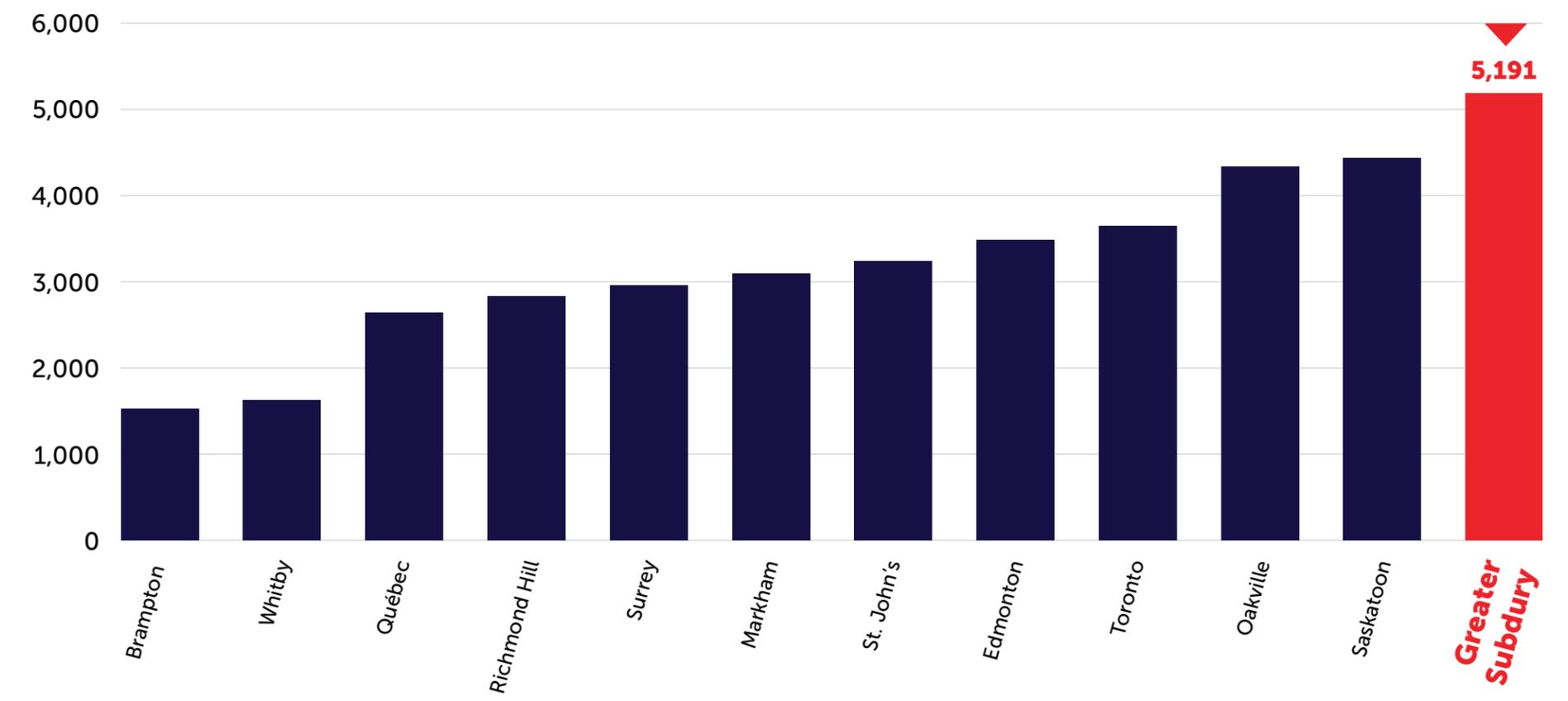


**GREATER SUDBURY:  
A PLACE TO DO BUSINESS**

**ATTRACTING  
NEW  
BUSINESSES AND  
SUPPORTING  
ESTABLISHED  
ONES**

## Number of Businesses per 100 000 Population

ISO 37120 Indicator 5.5



## GREATER SUDBURY: A PLACE TO DO BUSINESS

AN EDUCATED  
WORKFORCE  
TO PROPEL  
ECONOMIC  
DEVELOPMENT



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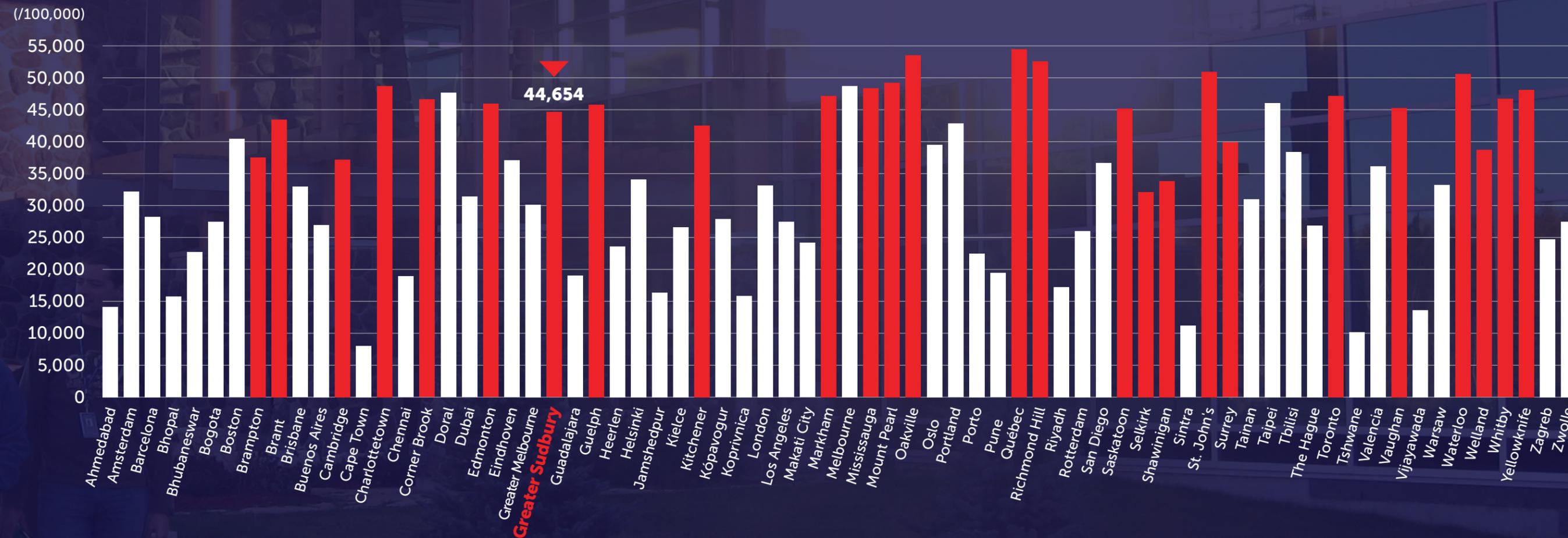
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## Number of Higher Education Degrees per 100 000 Population

ISO 37120 Indicator 6.6



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