

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 (MBNCan-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.