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YORK REGION EMPLOYMENT SURVEY PARTNERSHIP AGREEMENT

The Planning and Economic Development Committee recommends the adoption of the recommendations contained in the following report dated May 1, 2013 from the Executive Director, Corporate and Strategic Planning.

1. RECOMMENDATIONS

It is recommended that:

1. Council authorize the Executive Director, Corporate and Strategic Planning to execute York Region Employment Survey Partnership Agreements with the nine local municipalities.
2. The York Region Employment Survey Partnership Agreement be based on the principles included in *Council Attachment 1*.

2. PURPOSE

This report seeks Council's authorization to create and enter into a formal Partnership Agreement with the nine local municipalities for the York Region Employment Survey project.

3. BACKGROUND

The annual York Region Employment Survey collects basic information about businesses to monitor the Regional economy and analyze industry and employment trends

The York Region Employment Survey (YRES) collects basic information about businesses across York Region. This survey is used to monitor the Regional economy and analyze industry and employment trends. The YRES is conducted annually between May and August by a team of university student Employment Surveyors retained by York Region. The primary method of data collection is through door-to-door interviews, with supplemental information obtained through e-mail, phone and fax submissions.

The York Region Employment Survey has been conducted in partnership with the local municipalities since 2002

Since 2002, York Region has worked cooperatively with all nine local municipalities to update the YRES. Local municipalities share in survey costs and provide feedback and guidance through the Employment Database Working Group. The Working Group includes staff from York Region's Long Range Planning and Economic Strategy Branches, along with staff from the Economic Development Offices from all nine local municipalities. The working group partnership has also aided local planning and economic development staff in a number of local initiatives related to business promotion and business retention strategies.

York Region and the nine local municipalities use employment survey data for a variety of purposes

Data collected from the YRES is a valuable resource for both the Region and local municipalities. The data is used by planning and economic development departments, other municipal departments, non-profit organizations and private sector groups. Some of the central uses of the data for the Region and local municipalities include:

- Growth forecasts, Infrastructure Master Plan studies, and development charge studies
- Identifying trends and changes in the structure of the economy and detailed sector analysis
- Evidence in Ontario Municipal Board cases
- Regional Official Plan Land Budgets and municipal comprehensive reviews
- Monitoring targets in Official Plans and the Provincial Growth Plan, such as the 50 people/jobs per hectare Greenfield target and the Urban Growth Centre density target
- Producing regional and local business directories
- Marketing and other economic development purposes

4. ANALYSIS AND OPTIONS

A process to continue to improve and enhance the York Region Employment Survey project is underway

Since its inception, York Region has worked to continuously improve the Employment Survey project. As part of these continuous improvements, the Region's Planning and Economic Development Committee received the report titled "2012 York Region Business Directory and Employment Survey Key Highlights" at its meeting on November 28, 2012. This staff report highlighted the launch of the Region's new Business Directory website and identified that the YRES project process was undergoing a comprehensive review that would result in improvements to the way that data is collected, stored, tracked, edited and disseminated. Some of the goals for this latest enhancement included increasing efficiencies, improving the quality of the employment data, and making the YRES process

more interconnected with the new Business Directory website, the local municipal partners and the public.

A Partnership Agreement will benefit York Region, the local municipalities, and the public

As part of the review of the YRES, staff identified that a formal partnership agreement for the Employment Database Working Group would provide a number of benefits to the project. These include:

- A clear understanding of the expectations from each member of the group
- A clear understanding of how the data can be used; reaffirming our commitment to the public to protect all collected information and use it in an appropriate manner
- A single, consistent source to educate new staff about the project
- Formalize the Employment Database Working Group
- A consistent application and understanding of the roles and responsibilities of each member of the group

Partnership principles have been developed and agreed upon by the Employment Database Working Group

The Employment Database Working Group has drafted a set of principles, roles & responsibilities and deliverables that are important to the YRES project as a whole, and represent the interests of all members. All members of the Employment Database Working Group, which includes staff from all nine local municipal Economic Development Offices, have reviewed these principles and fully support their use to create a formal Partnership Agreement.

These partnership principles include matters such as:

- Collection and maintenance of data
- Consistent application and use of data by all members
- Year-round access to data for all members
- Facilitating a high level of data quality
- Sharing of data collection & processing resources
- Ensuring the protection of data and privacy

A detailed list and description of the proposed partnership principles is included as *Council Attachment 1* to this report. Once authorized by Council, Regional staff will work with the local municipalities to create and execute a formal Partnership Agreement for the YRES project, based on these principles.

Link to Key Council-approved Plans

Through the execution of the York Region Employment Survey project, the Partnership Agreement will support the 2011 to 2015 Strategic Plan action area to “Increase the

Economic Vitality of the Region” and the Vision 2051 goal area of fostering “An Innovation Economy”. Additionally, the Partnership Agreement will support the action areas from Vision 2051 related to “Open Government” and “Service Delivery through Collaboration and Partnerships” by increasing the transparency and accountability of the YRES and solidifying the ongoing partnership between the Region and local municipalities.

5. FINANCIAL IMPLICATIONS

The review and enhancement of the YRES has been included in the 2012 and 2013 budgets for the Corporate and Strategic Planning section of the Office of the Chief Administrator. Specifically, the creation and execution of the Partnership Agreement has been included in the 2013 budget for the Corporate and Strategic Planning section of the Office of the Chief Administrator.

6. LOCAL MUNICIPAL IMPACT

The proposed YRES Partnership Agreement will impact the work performed by all nine local municipalities. All nine local municipalities are members of the Employment Database Working Group and provide approximately half of the annual funding required to implement the YRES. Through this group, staff from each municipality have helped create and fully support the proposed partnership principles. Through the execution of the Partnership Agreement, all local municipalities will benefit from the clarity and consistency in the application of the YRES project and use of its data.

7. CONCLUSION

The YRES is a valuable resource for the Region, local municipalities and the public, as it provides the data necessary to monitor the local economy and analyze industry and employment trends. York Region works cooperatively with all nine local municipalities through the Employment Survey Working Group to annually update YRES.

Since its inception, staff have worked continuously to improve the YRES project. The most recent improvements began in 2012 as a comprehensive review to improve the way that data is collected, stored, tracked, edited and disseminated. This work continues and a final report will be presented to Committee in the fall of 2013. One of the potential enhancements identified during this review is the introduction of a formal Partnership Agreement between all members of the Employment Survey Working Group. This Partnership Agreement will provide a number of benefits to the project, including creating a clear understanding of the expectations for each group member and how the data can be used.

The Employment Survey Working Group has created a set of partnership principles that strengthen the YRES project and represent the interests of all members. Once authorized by Council, Regional staff will work with the local municipalities to create and execute a Partnership Agreement based on these principles.

For more information on this report, please contact Paul Bottomley, Manager of Growth Management at 905 830-4444, Ext. 1530 or Valerie Shuttleworth, Director of Long Range Planning at Ext. 1525.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

Employment Survey Partnership Agreement Principles

Goal

The goal of the *York Region Employment Survey Partnership* is to ensure that York and its local partners continue to work together to successfully complete the annual York Region Employment Survey; creating and sharing data in a coordinated and cooperative manner.

Principles

- Collect and maintain data important for many functions that support a range of municipal uses, including both Planning and Economic Development needs
- Location-based data for all businesses within York Region
- Consistent application and use of data
- Year-round access
- Access to timely and accurate information
- Improved data quality
- Sharing of resources, to reduce duplication in data collection and processing
- Protection of sensitive and private business information
- A streamlined, easy to use and publically accessible Business Directory

Roles & Responsibilities

Local Municipalities

- Annual funding
- Uphold Terms of Use for the data and any associated Non-Disclosure Agreements
- Quality control reviews throughout year
- Update/edit survey data
- Participate in determining enhancements and annual details of survey, including data fields and terms of use

York Region: Economic Strategy Branch & Long Range Planning Branch

- Annual funding
- Uphold Terms of Use for the data and any associated Non-Disclosure Agreements
- Quality control reviews throughout year
- Update/edit survey data
- Participate in determining enhancements and annual details of survey, including data fields and terms of use

Additional Long Range Planning Branch

- Manage and operate survey
 - Admin functions (e.g. hiring staff, hardware, training)

- Survey Implementation (e.g. primary data collection, quality control, data approval)
- Host discussions and annual reviews of process/survey enhancements and details, including data fields and terms of use
- Review and approve all new/updated data
- Implement modifications to software applications
- Create annual mid-year snapshot of data
- Manage Business Directory

York Region: Geographic Information Services Branch

- Provide technical support (hardware, software)
- Review GIS-related data; both impacted and required
- Host Business Directory

Funding

- Collected on annual basis by York Region
- Funding formula calculated by factors that include:
 - Number of businesses in each Local Municipality
 - Amount of time/mileage required in each Local Municipality
 - Number of software licenses, if applicable

Deliverables

- Annual creation of the Data Fields and their Terms of Use (See below)
- Access to data pertaining to specific geographic jurisdiction, potentially through a software tool
- Annual Mid-Year Employment Snapshot
- Online Business Directory for all members (10 in total)

ANNUAL DATA FIELDS/TERMS OF USE

- The Data Fields to be collected and their Terms of Use will be determined by the Partnership Members on an annual basis, prior to the beginning of that year's survey
- These details will be consolidated into a document & circulated to all Partnership Members for their records
- The document will contain:
 - All collected data fields
 - Terms of use/confidentiality for each field
 - Definition/question asked
 - Data source (i.e. Surveyor, MPAC, etc.)