



DataSHARE
Peterborough
Meeting Minutes

December 5, 2017

Opening

The regular meeting of DataSHARE Peterborough was called to order at 1pm on December 5, 2017 at the Peterborough County-City Paramedics' Boardroom by Nancy Fischer.

Present

Nancy Fischer – Senior Program Analyst, City of Peterborough
Caren Thayer – Data Analysis Coordinator, City of Peterborough
Nicole Schleiffer – Geomatics/Mapping Manager, City of Peterborough
Tammy Sikma – Manager of GIS, County of Peterborough
Brittany Cadence – Communication Manager, Peterborough Public Health
Jane Naylor – Communications Assistant, Peterborough Public Health
Jennifer Chenier – Supervisor – Quality Initiatives, Kawartha-Haliburton Children's Aid Society
Jason Dennison – Manager of Operations, Workforce Development Board
Ellen Olsen-Lynch – Learning & Liaison Librarian / Barb Znamirovski – Maps & Data Librarian, Trent University
Sarah Amirault – Researcher, Institutional Research Office, Fleming College
Brittany Wakefield – Crime Analyst, Peterborough Police Services

Regrets

Brenda Dales – Executive Director, Peterborough Social Planning Council
Jane Hoffmeyer – Manager, Foundational Standards, Peterborough Public Health
Mohamed Kharbouch – Epidemiologist, Peterborough Public Health
Cheryl Stager – Program Support Partner, Peterborough Regional Health Centre
Julia Wood – Business Development Lead – Business & Agriculture, Peterborough & the Kawarthas Economic Development
Lori Richey – Executive Director, Peterborough Family Health Team
Don Oettinger – Deputy Chief, Professional Standards, Peterborough County-City Paramedics
Wanda McGonigle - Lands Officer, Hiawatha First Nation
Mark Skinner – Director, Trent Centre on Aging & Society

Welcome and Introductions

Nancy welcomed the group and invited everyone to introduce themselves and their organization.

Actions Arising

Action	Who	Status
All members asked to discuss their capacity to support the funding of a CIW on a 4-5 year repeating scale.	All. Report back to Nancy Fischer	Request extended to next meeting.
Lori Richey & Dr. Salvaterra to discuss Canadian Index of Wellbeing with the local LHIN & report back.	Lori Richey & Dr. Salvaterra	Meeting Dec 6 th . Nancy to f/u with both prior to meeting.
Mike & Jason to determine if the questions and raw data are available for distribution & analysis outside the WDB, with members of DSP and/or local researchers.	Jason Dennison	Health Unit sponsored the research. List of data to be posted Jennifer Chenier requested the data be stratified by families with young children.
Nancy invited the group to submit links that would be helpful to people access our site.	All Report back to Nancy	Request extended. Web site is intended to be openly available. Question raised about member web sites linking back to DataSHARE web site.

Review of Agenda & Previous Minutes

The agenda and previous minutes were received as presented.

Peterborough Data Consortium Sub-Committee Update

Nancy provided an update on behalf of the Sub-Committee's Chair, Brenda Dales. She informed those assembled of the meeting that took place on Nov 15, 2017 where the Health Unit's new Epidemiologist, Mohamed Kharbouch, was introduced and the PDC was invited to make customized data requests from the Community Data Program.

Customer Surveys at the City and CAS – Lessons Learned

Co-Presenters: Nancy Fischer, Senior Program Analyst for the City of Peterborough and Jen Chenier, Supervisor – Quality Initiatives for the Kawartha-Haliburton CAS

Nancy & Jen provided a joint presentation on lessons learned from customer surveys each had conducted in advance of the launch of a similar survey that is about to take place at Peterborough Public Health.

In 2014, CAS agencies began to be required to report on service indicators to the province. KHCAS began to respond by developing a voluntary online survey on their website that the worker could inform their clients about. Service indicators are distinct from a longstanding and

ongoing process to collect complaints. Service indicator questions include inputs on client type, measures for client satisfaction, improvement in personal circumstances, and open feedback.

Through experience they learned the importance of using a CAPTCHA to limit spam. Responses have been summarized quarterly with a maximum of 5-6 responses received each quarter to date.

They have found that web-based collection tools are not accessible to much of their client market. There is no hardcopy version of the survey at present. Use of web site requires a data plan, which is a barrier. While most clients have cell phones and are able to respond by text, few have data access. KHCAS has limited ability to push notifications of the survey to clients as they have very few email addresses for them.

City Social Services renewed their feedback process in 2014 by revising their questionnaires, and processes for hearing from Clients, Agencies, and Staff. Separate satisfaction surveys of each are intended to be collected on a rotational 2-year basis. Although Social Services has many email addresses for clients, workers began in 2016 by distributing paper-based forms to clients that included the online survey address and 25% of respondents completing the survey online. Having clients enter their own digital responses online saved a tremendous amount of staff time and misinterpretation of handwritten results. Nancy indicated that they are currently exploring the use of iPads for Clients, in place of paper, to accurately and quickly collect responses.

City staff shared the findings of each survey with respondents via a high-level infographic and a more detailed report. This validated the importance of the responses and highlighted the changes that the surveys had brought about. Finding a balance between communicating the messages in a simple and graphic way, while providing sufficient detail took a great deal of time and effort.

The 2016 Agency Survey received 107 responses from 50 agencies. Any issues that required specific follow-up were delegated to specific program managers for action. The Agency Survey was only circulated electronically and the most significant time was spent collecting contacts.

An anonymous, online Staff Survey polled service providers to determine how well they felt they were meeting client needs. Results were kept and distributed internally. Staff were found to view their service delivery success more critically than the Clients they served.

Lessons learned included (1) the importance of getting the questions right, (2) spending time in advance planning to encourage survey responses, and (3) survey mechanism should be suitable for the respondents. Methods used to solicit additional responses included "Cookies for Comments" when many clients were already on site waiting to see a worker and direct calls to Agency reps. Nancy also the importance of being clear and upfront about the intended uses for responses to comply with research/privacy ethics.

Nancy was asked about the choice to run the survey intermittently (every 2 years) rather than as an ongoing offering. She replied that an ongoing survey is available on the site web site, but that these sort of surveys need to be very brief. With a 2-year cycle staff are able to review answers and implement changes before asking again.

A lengthy discussion arose about when to involve an Ethics Review Committee (ERC). The City does not have their own ERC because they do not regularly conduct research, however they

have used an external committee to support the development of a panhandling survey. Many of the DataSHARE members deal with sensitive matters, including job precarity, low income, homelessness, workforce, vulnerable populations, however there is limited understanding of when an ethics review should be sought. No one at the table was familiar with the functioning of a Community Research Ethics Review Board in Peterborough, although they exist elsewhere in Ontario.

Questions in City surveys that were found to lead to meaningful change included: (1) how best to communicate with clients, (2) access to parking, and (3) interior design. Responses resulted in text communications, additional client parking opportunities, the creation of a child play space and the selection of client artwork to adorn Social Services spaces. Responses are used in the development of business cases to make changes to program delivery.

Caren shared that questions about attitude (e.g., Do you feel something happened?) & behaviour (What actually happened?) will provide different answers. Limiting the frequency of surveys and combining similar questions from different, related business units was also recommended to minimize survey fatigue.

Action: Ellen Olsen-Lynch will invite Michele McIntosh, Chair of the Fleming College Research Ethics Board and member of the provincial community college Expert Panel for Research Ethics, to speak at a future meeting. Nancy to serve as a DataSHARE point of contact.

Data Visualization Webinar

Presenter: Tammy Sikma, Manager of GIS for the County of Peterborough

Tammy introduced the resources available on the Community Data Program web site. She highlighted past webinars (<http://communitydata.ca/events>) including one on Data Visualization conducted March 7, 2017. She explained that the video is only available to qualified PDC members, however all other materials were publicly available. These include presentation slides, a Chart Chooser guide, a data visualization worksheet, a chart design checklist and an "Excel Ninja" template.

Tammy shared 15 minutes from the 1.5 hour webinar related to the Chart Chooser (selecting an appropriate style for one's data) and ways to transform a default line graph to best reach a reader. The Chart Chooser (<http://communitydata.ca/sites/default/files/Chart%20Chooser%20-%20FINAL.pdf>) handout was also distributed.

Peterborough Public Health indicated that a lot of their data is currently shared between agencies, with very little directed at the public. One exception was the Childhood Status Report. Very careful selection of data and messages is important when sharing outside the organization.

Concerns were raised about if & how to use visualization while meeting Accessibility for Ontarian with Disabilities Act (AODA) guidelines. AODA requirements are being actively explored at the Health Unit. Meeting the guidelines well requires more work and a new approach for communications staff. Tables were highlighted as one tool that do not translate well to screen readers.

PPH is providing a longer, more detailed, technical and accessible report that can be used by a screen reader, with shorter executive

Tammy referred others to the Ministry of Natural Resources & Forestry's Map Design Considerations for Accessibility (<http://bit.ly/2inS5fq>) which provides best practice guideline for presenting mapping products which are inherently visual. She discussed the difference between "equivalent access" (e.g., screen reader reads exactly the same message" and "alternative access" (e.g., interpreting key messages and context using alt text tools). This document may be useful when working with graphics, as it provides considerations for font selection, colour contrast, alternative text, and more.

Action: Nancy to invite Nicole Gagliardi from Community Foundations to join DataSHARE Peterborough.

ROUND TABLE

Nancy asked the group to share ideas related to the discussion focus, "How can we better facilitate data-driven decision making?"

City of Peterborough (Social Services)

- Working on the Community Wellbeing Plan
 - Working on the infographic currently
 - Living Standards, Healthy Populations and democratic engagement were identified as key areas for improvement
 - Some messages are point-in-time, but stick in people's minds (e.g., empty't rate)
 - Because our CMA incorporates rural areas, we don't behave as other urban centres – we fluctuate much more seasonally.
 - Core overall housing need has improved compared to other CMAs, although it is still not good for renters
 - Deriving messages from the numbers has involved wide-ranging conversations
 - Social Services and Health Unit measures on low income are different for different & important reasons which tends to confuse the public

ACTION: Nancy to contact Jane Hoffmeyer to discuss use of the Canadian Index of Wellbeing survey tool

City (Data Analysis Coordinator)

- KPS (Kindergarten Parent Survey)
 - Questions were expected 3 months ago, but just received earlier today
 - Ethics & question selection due in January
 - Parent surveys to be collected in the spring
- Questions won't be connected directly to EDI (Early Development Instrument) responses on kindergarten readiness
 - Can't be linked child-to-child, but can be linked geography-to-geography

City (Geomatics/Mapping)

- City is currently working to implement their Open Data policy
- Data is currently available through a web portal only to City staff
- Nicole would like to present the public site to the group in April, prior to its public release, for feedback
- Currently exploring issues related to Open Data licence requirements & risk assessment

Peterborough Public Health

- Health Units have often developed questions for voters to ask election candidates
 - Looking at related work for 2018 municipal & provincial elections

- Low Income Report being developed
- In fall, food cost report is prepared and this went before the Board at last meeting for internal use only
- Child Health Status Report being finalized currently, but is not expected to be available publicly, but may be available in January to partnering agencies

Workforce Development Board

- SPSS (statistical software)
 - Looking at how to best utilize within the community
 - Expensive software that some agencies have limited, but important, need for
 - Board has approved the purchase of a licence

Planning for Next Year

The group agreed to hold 4 meetings in 2018, returning to 6 in the next census release year.

Meetings in 2018 to be held 1-3pm at the Peterborough County-City Paramedics' large boardroom, unless otherwise indicated:

- Tues, Feb 13th
- Tues, Apr 10th
- Tues, Sept 11th
- Tues, Nov 13th

Members agreed that presentations have been valuable. Future topic considerations included:

- Esri Insights software application
- Ethics Review – when needed, what's involved, community board examples
- Open Data in April just prior to public to be released between Jan – June 2018, currently available to City staff
- Accessibility for Ontarian with Disabilities Act (AODA) compliance in data presentation
- Opioids – joint presentation between police & Public Health

Future collaborative work could involve developing data sharing agreements for non-private, publishable, open data. Considerations to include who owns the data, what is releasable, data quality, how does new data come into system, data risk assessments currently being conducted

Adjournment

Meeting adjourned at 3:05pm. The next meeting will be held from 1-3pm on February 13, 2017, at Peterborough County-City Paramedics (PCCP) large boardroom, 310 Armour Road.

Minutes submitted by: Tammy Sikma