National Executive Forum on Public Property

“Community Accounts”

Accounts

data to support successful solutions

Robert Reid

Newfoundland and Labrador Statistics Agency
What is Community Accounts

... is an innovative information system providing users at all levels with a reliable source of community, regional, and provincial data.
Purpose of Community Accounts

✓ A way for Government to share data, information and knowledge with citizens

✓ Promotes and supports “evidence-based decision making”

✓ Good information and knowledge leads to successful solutions
Benefits of Community Accounts

- Helps users understand their communities and province
- Emphasizes linkages amongst factors
  - Good education—good income
- Basis for understanding and discussing issues
- Begins to provide measures of well-being in Newfoundland and Labrador
Targeted Users

- General public living in communities and neighbourhoods

- Program and policy developers, managers, committee and board representatives, service providers, formal volunteers.

- Researchers and analysts
Available Geographies

✓ Comparable data for:
  ✓ 400 communities
  ✓ 80 Local Areas
  ✓ 20 Economic Zones
  ✓ 9 Rural Secretariat Regions
  ✓ Health Board Regions
  ✓ School Districts
  ✓ HRDC Regions
  ✓ Also Neighbourhoods and Schools
Live Demo of Community Accounts

Community Accounts is an innovative information system providing users at all levels with a reliable source of community, regional, and provincial data. Click here for more information...

Step 3 Select Geography
- Communities
- Economic Zones
- Rural Secretariat
- Province
- More...

If you would like to speak to someone about Community Accounts, please call 729.2913

An initiative of the Government of Newfoundland and Labrador
Structure of Community Accounts

An Innovation in Knowledge Sharing and Understanding
Demonstration of Community Accounts Website

Conceptual framework developed by Dr. Doug May, Memorial University
Summary Statistics Community Profile-Corner Brook

Demographic Accounts

The 2001 Census population for Corner Brook was 24,870. This represents a decline of 7% since 1996. Over the same period, the entire province experienced a population decline of 7% (512,930 in 2001, down from 561,795).

In 2001, 23% of the population of Corner Brook was less than 20 years of age and 15% was 65 years old or older. In the province, 25% of the population was less than 20 and 12% of the population was 65 years old or older.

Population Pyramid, Census 2001

- Population
- Personal Income Per Capita
- Self-Reliance Ratio
- Employment Rate
- Participation Rate
- Health Status
- Rate of Smoking
- Drinking Levels
- Education Levels
- Social Assistance
- Employment Insurance
- Value of Housing
Corner Brook
Comparison with all Communities

$9,300 to <$14,200
$14,200 to $17,700
>$17,700 to $37,600

Compare to all Communities

$9,300 $37,600

Source: Compiled by Community Accounts based on information provided by Small Area Administrative Data Division, Statistics Canada
### Well-Being Summary

#### Economic Zone 8

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Identifying Areas of Concern

Personal Income Per Capita, 2004 by Local Areas
- Dark blue: 12,054 - 15,763
- Medium blue: 15,764 - 18,026
- Medium brown: 18,027 - 21,525
- Light yellow: 21,526 - 29,655

Source: Compiled by the Community Accounts Unit, based on Canada Customs and Revenue Agency summary information as provided by Small Area and Administrative Data Division, Statistics Canada.

August 23, 2008
Drilling Down

✓ Requested by citizens and groups
Drilling Down - Determine Differences within Communities

Neighbourhoods of Corner Brook
1. Perries
2. Georgetown
3. Curling West
4. Curling East
5. Fairdale Road
6. Sunnyslope Drive
7. Country Road
8. Coronation Street
9. Broadway
10. Mount Bolton Road
11. Duffield Park
12. Union Street
13. Windsor Street
14. Wheeler’s Road
15. Mount Bernard Avenue
16. West Street
17. Queen Street
18. MacPherson Avenue
19. Premier Drive
20. Bennett’s Road
21. Station Road
22. Hunter Village and Area
23. Trafton-Summerside and Area

Personal Income Per Capita, 2004
- 0.573
- 10,452 - 18,453
- 18,252 - 22,255
- 25,095 - 34,119

Source: Compiled by the Community Accounts Unit, based on Canada Customs and Revenue Agency summary information as provided by Central Area and Administrative Data Division, Statistics Canada.
A Few Examples of Uses of CA

**Location of Services**
The Division of Child, Youth and Family Services, Department of Health and Community Services has used the Community Accounts to identify Communities “at risk” to determine where Family Resource Centres would be located. Their Partners in Labrador, the Strategic Social Plan Regional Steering Committee, used the Community Account’s dynamic output features to determine the best location in that region, and as a result, two Family Resource Centres were established.

**Economic Development**
The Schooner Regional Development Corporation used the Community Accounts in developing its annual strategic plan for the corporation, assisting commercial clients with business plans and helping communities and community based organizations to develop economic development projects and funding proposals.

**Infrastructure Decisions**
Regional school boards used the demographic information on the Community Accounts that provided population projections, to make decisions regarding school amalgamation as populations of 5 to 18 year olds declined.
Summary

- Wide range of comparable data
- Helps identify problems
- Support focused policy development and monitoring
- Quantifies qualitative topics
Awards

✓ Provincial Award:
  Public Sector Award for Excellence

✓ National Award:
  IPAC Award for Innovation In Knowledge Management