

Guelph. Future ready.

World Council on City Data presentation
March 2, 2020



A data driven city

City of Guelph and the World Council on City Data

- WCCD strengthens the data foundation of the City's Strategic Plan and Guelph's Community Plan
- Further developed our data capacity
- Aligned to continuous improvement efforts
- Strengthened community partnerships
- Supports measuring progress as an organization and community





WCCD

THE WORLD COUNCIL ON CITY DATA

WCCD ISO 37120

Platinum Certification

City of Guelph

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CITY DATA ACROSS THE WORLD IS UNEVEN –

- * DIFFERENT DEFINITIONS OF WHAT IS BEING MEASURED
- * DIFFERENT METHODOLOGIES ON HOW MEASUREMENT IS UNDERTAKEN
- * AND ACCORDING TO DIFFERENT BOUNDARIES OF THE CITY BEING MEASURED

Cities of all Sizes and the Challenges of Comparative Data



The ISO 37120 Series for Cities
World Council on City Data



The **first** ISO standard
for cities.

Published July 2014

WCCD Launched July
2014



WCCD

WORLD COUNCIL
ON CITY DATA

ISO
37120

104
Indicators



WCCD

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19 themes



Economy



Education



Energy



Environment & climate change



Finance



Governance



Health



Housing



Population & social conditions



Recreation



Safety



Solid Waste



Sport & Culture



Telecommunication



Transportation



Urban/local agriculture & food security



Urban Planning



Wastewater



Water



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Guelph in a Global Context

HOW IS GUELPH PROMOTING EMPLOYMENT OPPORTUNITIES AND INVESTING IN A PROSPEROUS FUTURE?

Youth unemployment rate

10.63%

**Guelph
Canada**

ISO 37120



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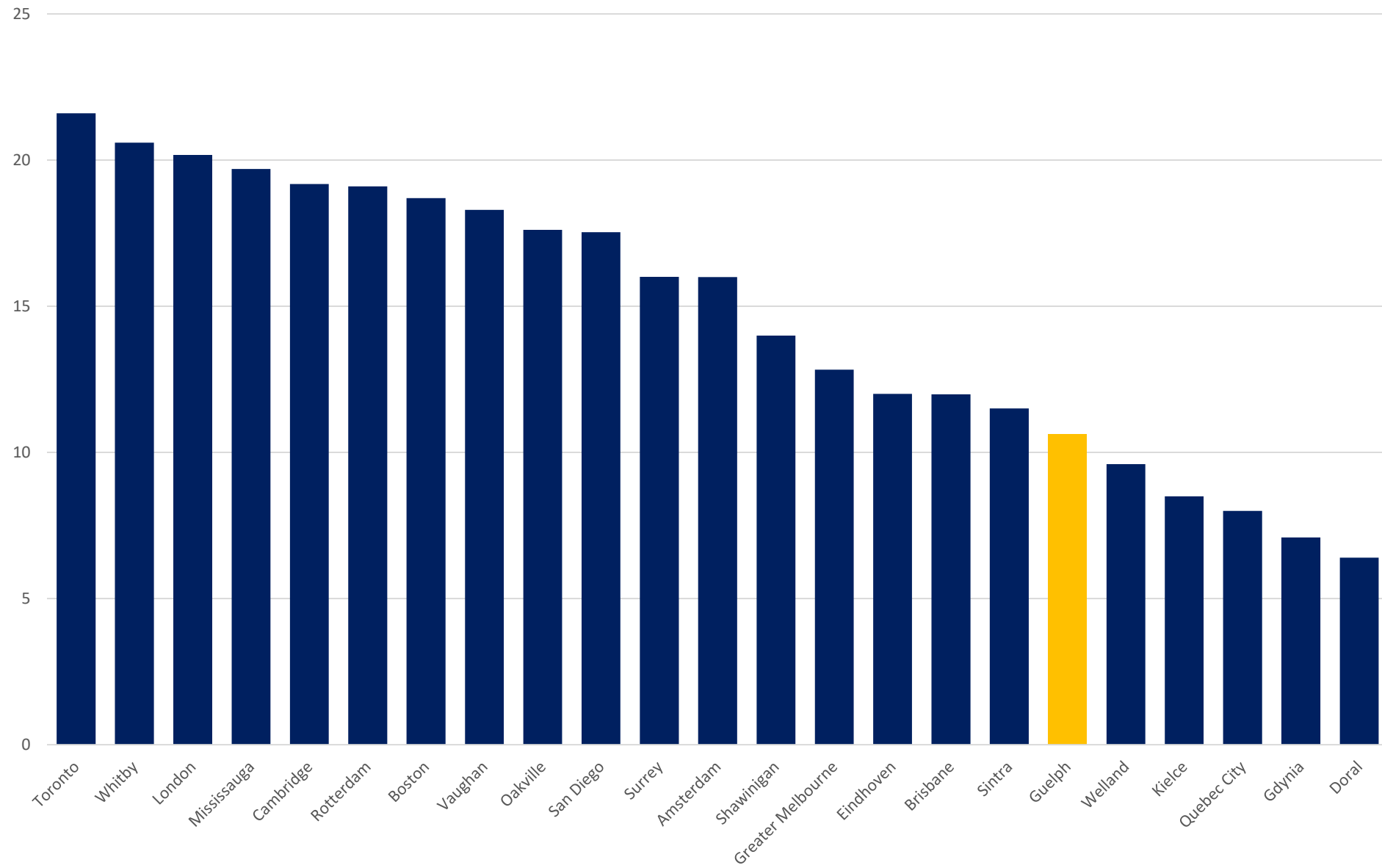
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WCCD ISO 37120 Indicator 5.4: Youth Unemployment Rate



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HOW IS GUELPH CREATING A GREEN, LIVABLE CITY?

1983.39

Green area (hectares) per
100,000 population

Guelph
Canada

ISO 37120



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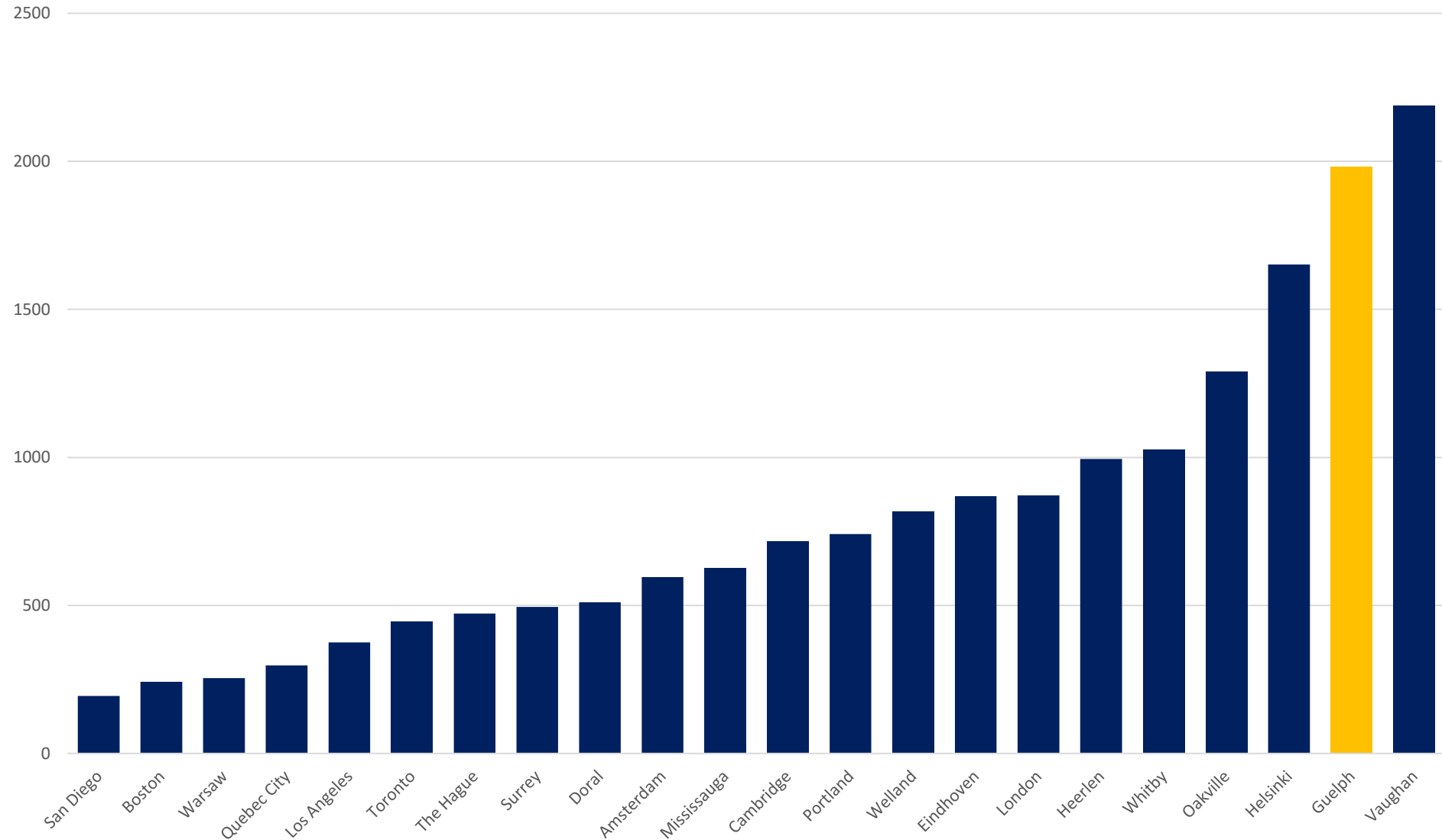
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WCCD ISO 37120 Indicator 21.1: Green area (hectares) per 100 000 population



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THE VALUE OF MUNICIPAL DATA AS GENERATED BY THE WORLD COUNCIL ON CITY DATA

DATA THAT IS:

- Globally Standardized (ISO 37120 + ISO 37122 + ISO 37123)
- Regularly Reported (Annual Reporting)
- “Outside of government” and trusted
- Enables cities of all sizes to attract investment with globally comparative data
- Independent and Third Party Verified (WCCD + Externally Audited)
- Open (Housed on the WCCD Global Open Data Portal)
- Drives economic development and informed infrastructure investment with measurable results
- Pre-requisite for resilient city development with support to both municipalities and the insurance industry



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CITY OF GUELPH
WCCD ISO 37120
PLATINUM CERTIFICATION
THE HIGHEST LEVEL OF CERTIFICATION



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ISO 37120

ISO 37120



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