

Program and Service Review (PSR) - Census Service | Summary

Recommendation	Summary	Action
<p>The City of Edmonton will continue to conduct a municipal census</p>	<p>The PSR Recommendation cites the link between the data reported via the municipal census and the allocation of per capita grant funding.</p> <p>The recommendation references the application of municipal census data to develop growth projections, which in turn inform infrastructure and service delivery.</p>	<p>Complete</p> <p>A Census project was completed in 2019.</p> <p>The scheduled 2020 Municipal Census was cancelled in 2019 following budget discussions.</p>
<p>The next municipal census be conducted in 2019, not 2018</p>	<p>The PSR Recommendation speaks to the implication of conducting both the federal and municipal census in the same year, six weeks apart.</p> <p>The discrepancies between federal and municipal data, according to the recommendation, resulted in internal stakeholders questioning the accuracy of the municipal data with some choosing not to use it.</p> <p>The recommendation concludes by reiterating both the qualitative benefits of a census and the financial risk posed</p>	

	<p>when there are discrepancies between municipal and federal population counts.</p>	
<p>Amend the Municipal Census Policy to continue the practice of conducting a municipal census roughly every two years, unless:</p> <ul style="list-style-type: none"> ● A municipal census takes place one year prior to a federal census ● A municipal census takes place in the same year as the federal census ● A municipal census takes place in the year following a federal census <p>However, the City Manager should seek exceptions to the policy to conduct a municipal census with the following considerations:</p> <ul style="list-style-type: none"> ● When significant growth is forecasted for non-scheduled federal census years ● When growth forecasts are low, or in the event that the funding formula changes, a census not be conducted 	<p>The recommendation cites the benefits of a regularly scheduled census, which provides consistency in the availability of timely data for planning and an accurate population number for grants and funding.</p> <p>The recommendation regarding frequency is comparable to that of other municipalities in Alberta conducting a municipal census.</p>	<p>In progress</p> <p>Since the PSR recommendations were finalized significant changes to the Municipal Census program were announced by the Government of Alberta.</p> <p>The accompanying Policy review report provided to Council in Q4 2022 contemplates the frequency of Census projects.</p>
<p>The City of Edmonton will study the factors associated with population difference and non-response questions, and integrate findings into processes for</p>	<p>The recommendation further illustrates the discrepancy between municipal and</p>	<p>Complete</p> <p>The 2019 Census included a significant reduction to Census questions, reducing</p>

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<p>the next census. The City of Edmonton will engage specialized contract support for statistical analysis where necessary.</p>	<p>federal population reports and highlights the subsequent financial implications.</p> <p>The recommendation suggests an analysis between these reported population differences and the relatively high non-response rate for some questions.</p> <p>Non-response rates are proposed as a contributing factor to the reluctance by some service users to use the municipal census data.</p>	<p>the number 19 (2016) to five.</p> <p>The 2019 Census also saw a significant reduction to non response rates. This was in part due to a reduced number of questions as well as to changes to Census worker training and data collection strategies.</p> <p>These changes included:</p> <ul style="list-style-type: none"> - Addressed Mail Outs for Census PIN delivery. - A second PIN drop was completed by Census workers at the door once door to door collection had begun <p>Training was modified and provided Census Workers with additional resources for data collection, including:</p> <ul style="list-style-type: none"> - Door to door scripting for census questions - Contact with Census Coordinators and staff at all times for assistance and resources
<p>The City of Edmonton will conduct a needs assessment and cost benefit analysis of the questions going into the census, then present the results to the Office of the City Clerk to determine success of asking the question at the</p>	<p>The recommendation suggests reducing the number of questions to mitigate the response burden on the resident and to see if other sources of information could be leveraged instead. A rigorous needs analysis shall be conducted to determine</p>	<p>Complete</p> <p>The Office of the City Clerk proposed a revised recommendation: “That each business area coordinate a corporate needs assessment and cost</p>

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<p>door. A corporate approach will be determined based on the Strategy and Council Priorities Committee who will make a recommendation to the Executive Leadership Team.</p>	<p>if other data sources are available, and if the data can be collected using a random sample.</p>	<p>benefit analysis of the census questions they wish to be included on the census. Business areas would then present their results and questions to OCC to determine success of asking the question at the door. Thereafter, the business areas and OCC make recommendations to ELT.”</p>
<p>The City of Edmonton will develop a corporate approach to what resident information is needed, and how and when the data is best collected. This will include integrating IT, marketing, data management and data collection.</p>	<p>The recommendation highlights how data is maximized to inform decision-making in the organization.</p> <p>A proactive and integrated corporate approach to data collection, across both the Census and other public facing surveys, ensures the necessary foundation to inform critical asset, infrastructure and service planning and management.</p>	<p>Complete</p> <p>Following the release of the PSR recommendations, a plan to engage corporate service providers to support the implementation of the recommendation was developed. Census questions were to be vetted through ELT and the City Clerk.</p> <p>Training and census staff procedures were to be examined, recognizing that the timing of Census projects, reporting procedures and recording of census data remain largely stipulated by the Province.</p>
<p>Improve promotional activities for the next census and encourage online participation. Investigate leveraging partner organizations to promote the census, such as recreational facilities, as an alternative data collection approach.</p>	<p>The recommendation encourages communications and marketing activities to centre more on informing the public of the value of the census service and its role in the development of infrastructure and services.</p>	<p>Complete</p> <p>The Office of the City Clerk proposed an amended recommendation: “That the business area review its communications and engagement plan to optimize promotional activities, partnerships and online participation.”</p>

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<p>Propose In-Depth Review: Investigate the role of partner organizations.</p>	<p>The recommendations suggest greater utilization of technology through online participation tools to facilitate data collection, both as cost efficiency and a means to increase completion rates.</p>	<p>The 2019 Census incorporated a number of communications process enhancements including data collection partnerships with recreation centres and libraries.</p>
<p>The Office of the City Clerk will conduct a census worker pay analysis, studying HR modelling for census workers and civic engagement.</p>	<p>The recommendation suggest an analysis of census worker pay, which is higher than in benchmark jurisdictions. The use of technology to reduce a reliance on door-to-door collection methods and thereby create further cost savings is again cited.</p>	<p>Complete</p> <p>A review was completed prior to the 2019 Census and further reviews in advance of other scheduled projects were proposed. These reviews were to encompass practices from Statistics Canada and comparable municipalities.</p>
<p>The City of Edmonton will conduct an end-to-end process review to determine if the structure of the Municipal Census requires adjustments.</p>	<p>The recommendation to explore the current process employed in the municipal census project reinforces a commitment to continuous improvement and the efficiencies and enhancements that may be created by conducting a process re-engineering.</p>	<p>In-progress</p> <p>Continuous improvement practices were embedded in the 2019 Census project plan, including in-depth process reviews.</p>