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**REPORT TITLE: Supply of Data Segmentation Licensing and Analytics Services - Document 2022-645N**

**FROM:** Gary Kent, CPA, CGA, ICD.D, Chief Financial Officer and Commissioner of Corporate Services

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## **RECOMMENDATION**

- 1. That a contract (Document 2022-645N) for the Supply of Data Segmentation Licensing and Analytics Services be awarded to Environics Analytics Group Ltd. (Environics) in the estimated amount of \$34,650, (excluding applicable taxes), for a contract period of 12-months pursuant to Procurement By-law 30-2018, as amended; and**
- 2. That authority be granted to renew the contract for five additional 12-month periods and to increase the contract to procure additional services, subject to satisfactory performance, price, and approved budget.**

## **REPORT HIGHLIGHTS**

- The Region of Peel's Communications division has used Environics Envision software, and associated data, from January 2020 to September 2022 to obtain data segmentation and analytics services to understand the population characteristics within Peel Region.
  - The software and associated data have also been used by the Peel Data Centre, within Information Management - Corporate Services, to respond to requests from the Health and Human Services departments about population and related socio-demographic details within Peel.
  - The Human Services department and the Peel Data Centre have discussed a joint proposal to acquire an annual subscription to various community and population datasets offered by Environics.
  - The software and associated data are proprietary to Environics.
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## **DISCUSSION**

### **1. Background**

The Communications division of Corporate Services required data segmentation and analytics services provided by Environics through its Envision software and associated data to understand the population characteristics within Peel Region.

The Peel Data Centre also used the information obtained from the provision of the data and services to aid in responding to requests from the Health and Human Services departments that pertains to the population and socio-demographic details within Peel Region.

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Through an annual licensing fee and subscription, Environics provides access to an extensive suite of proprietary demographic, census and consumer characteristic data tables.

The Human Services department and the Peel Data Centre have discussed a joint proposal to acquire an annual subscription to various community and population datasets offered exclusively by Environics.

Human Services has a limitation with the usage of secondary data for research and analytics purposes, specifically of existing partial residents' socio-demographic data. This is due to the *Municipal Freedom of Information and Protection of Privacy Act*, which does not permit the use of personal information collected for other purposes to be used for research without the advanced consent of the studied population.

Analysis of Environics data on a small geographical scale, such as postal code level, will provide a relatively accurate proxy of socio-demographic details of communities within Peel Region and potentially eliminate the need to conduct expensive resident surveys.

Human Services and the Peel Data Centre would like to obtain access to the Environics raw datasets, which will allow more flexibility to conduct analysis through advanced analytical tools available at the Region, such as Esri ArcGIS and/or Microsoft Power BI, and provide customized solutions to stakeholders.

Environics utilizes Census data from Statistics Canada and proprietary modelling software to provide updated datasets with relevant projections (such as population estimates and up to 10 years of growth projections). This data is well-known in the government sector and there are no other vendors in the marketplace that provide this type of data analytics across many domains.

Environics Analytics Group Ltd. is the vendor that has proprietary rights to the Envision, Prizm5 software and other associated data products; therefore, a competitive process is not feasible.

## **2. Procurement Process**

This is a non-competitive procurement process and requires Regional Council approval. The process to award this contract is in compliance with the Procurement By-law 30-2018, as amended.

Procurement By-law 30-2018, as amended, section 5.2.1, authorizes the award of direct negotiation procurements for goods and services that are reasonably available from only one source by reason of the scarcity of supply in the market or the existence of exclusive rights held by any vendor or the need for compatibility with goods and services previously acquired and there are no reasonable alternatives or substitutes.

## **RISK CONSIDERATIONS**

A Strategic risk, and more specific Social risk, may occur if timely and systematic details about the Region's communities are not available. The inability to respond to changes in shifting demographics, social values and community's vulnerabilities, due to lack of knowledge or available data, may limit the capacity for evidence-based decision making.

**FINANCIAL IMPLICATIONS**

There are sufficient funds in the operating budget within Corporate Services under Cost Centre GC11105 and Human Services under Cost Centre SP00000 to award the contract.

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