Canadian Challenges and Opportunities

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Delivering insight through data, for a better Canada
Themes:

* Transportation Statistics Beyond Traditional Surveys*

- Technology: The “Data Revolution”
- Modernization: Adapting the “Statistical Culture”
- Emergence: A New Suite of Thematic Products
- Challenges: Navigating in a World of “Big Data”
- Implications: International Partnerships
In response, we have embarked on a modernization journey

- Different Approach to Measuring
- Methods and Data Integration
- Outreach and Building Partnerships
- Modern and Flexible Workforce
- User-Centric Data and Products
3 transportation-related initiatives:

The Canadian Centre on Transportation Data
- Co-managed by Statistics Canada and Transport Canada
- Feature - The Transportation Data and Information Hub

The Canadian Transportation Economic Account
- The contribution of transportation services to the economy
- Consists of own-account as well as household estimates

The Canadian Freight Analysis Framework (CFAF)
- Measure of freight flows by mode across the country
- CFAF development illustrates the value of NATS partnership
Challenges: Navigating in a World of “Big Data”

● The benefits of this new approach are obvious:
  ○ Reduced response burden on Canadian household and businesses;
  ○ Data products that are more timely and granular; and
  ○ Product Innovations from forging new partnerships.

● But there are challenges with relying on big data sources:
  ○ HR – The availability of appropriate skill sets and resistance to change;
  ○ IT – The Infrastructure required for harnessing big data sets; and
  ○ Others – such as privacy concerns, costs and sustainability of source.

● Transportation data sources are exploding as devices to track people, freight and vehicles are ubiquitous but, national policy and statistical agencies no longer have a data monopoly!
Implications: International Partnerships

- Traditional role of North American Transportation Statistics Interchage (NATS) included:
  - Harmonizing concepts, statistical methods and classifications;
  - Sharing best practices among the member countries; and
  - Producing comparable (tabular) data accessible in one place.

- Possible roles of NATS going forward:
  - Continue to ensure harmonization of concepts, methods and measures
  - Continue to share best practices (e.g. TiVA and Satellite Accounts); and
  - Pursue a continental perspective with data products (e.g. NAFAF)?

- Develop and maintain other key domestic and International partnerships