icet ISLAND COASTAL ECONOMIC TRUST

Coastal Economies App

Our guide on how to use the App

Together, we are working to build a sustainable and resilient coastal economy through reciprocal relationships with communities across the unceded territories of the Kwakwala, Nuučaan̓ułʼ, Éy7á7juuthem, Ligwilda'xw, Pəntl'áč, She shashishalhem, Sḵwx̱wú7mesh, Hul'q'umi'num', diitiid?aatx̣, SENĆOŦEN, Lekwungen, and T'Sou-ke speaking peoples.

The Region We Serve

We fund projects located in our legislated service region. The organizations we fund may be located outside of our region, however proposals must focus on the economic and wellbeing benefits they will realize within the region we serve.

View our region online.

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ABOUT THE COASTAL ECONOMIES APP

With our Coastal Economies App, the Trust empowers you to visualize the coastal economy across various scales. The tool can help you understand the regional economy at the following levels:

- Vancouver Island, Gulfs Islands and the Sunshine Coast
- 9 regional districts (RDs) in the Island Coastal Economic Trust region
- 24 local areas (census metropolitan areas) in the trust region

The app provides key insights into the regional economy of Vancouver Island, Sunshine Coast, and islands and inlet communities from Cape Caution to the Salish Sea. Designed for residents, economic experts, and local governments, it is a tool to understand economic changes and industry transitions at different levels.

The app presents a visual overview of the economic landscape and provides both current snapshots and five-year trends. It also allows users to download raw data for further analysis.

Using the app, allows easy exploration of current economic situations and tracking of developments over time to address key economic questions, such as:

- How resilient is our community to downturns in the forestry sector?
- Who are the major employers in our area and how are they evolving?
- Which industries are growing or underperforming?
- How diverse is our economy?
- How is our population changing compared to neighboring communities?
- How can we attract investors and enhance our community's profile?

Complimentary tools from other organizations

The Coastal Economies App complements two additional tools that provide detailed information about our region.

- Community Information Tool
  Created by the Province of BC, the Community Information Tool compiles over 40 data sets offering insights into regions across B.C. with integrated socio-economic, connectivity and community assets data.

- State of the Island Economic Dashboard
  Created by Vancouver Island Economic Alliance, the State of the Island Economic Dashboard keeps you up-to-date on the Island's economic news and data analysis relevant to your industry, investments, business and job market.

Additionally, both the Economic Trust of the Southern Interior and Northern Development Initiative Trust host similar tools streamlined for their regions.

Types of Indicators Provided

The Coastal Economies App provides comprehensive information taken from census data. It is

Basic Data

- Population, change in population
- Total jobs, jobs by industry, change in jobs

Industry Data

- Industry diversity index – How diverse is our economy? How do we compare to our neighbours and to the rest of BC?
- Industry specific data based on 23 leading provincial industries.

Location quotients

Do we have more of this industry than the BC average? A location quotient of 2 means we have double the jobs per capita than the BC average.

Employment impact ratio

Do we rely more on this industry than the BC average?

Local supply shares

Are we a net importer or an exporter?

Income dependencies by industry

How much are we reliant on tourism, agriculture, etc.?

Basic income share

This shows whether a regional district or local area is more production-oriented or service-oriented

Forest sector income dependencies

How reliant are we on income, from forest sector activities – e.g. forestry, logging, value-added manufacturing, etc. – relative to other RDs/communities?

ABOUT THIS USER GUIDE

This guide is designed to help you navigate the dashboard effectively. It features visual layouts to support your understanding. By using this guide, you will learn how to gain valuable insights about the Island Coastal region, your regional district, or local area.

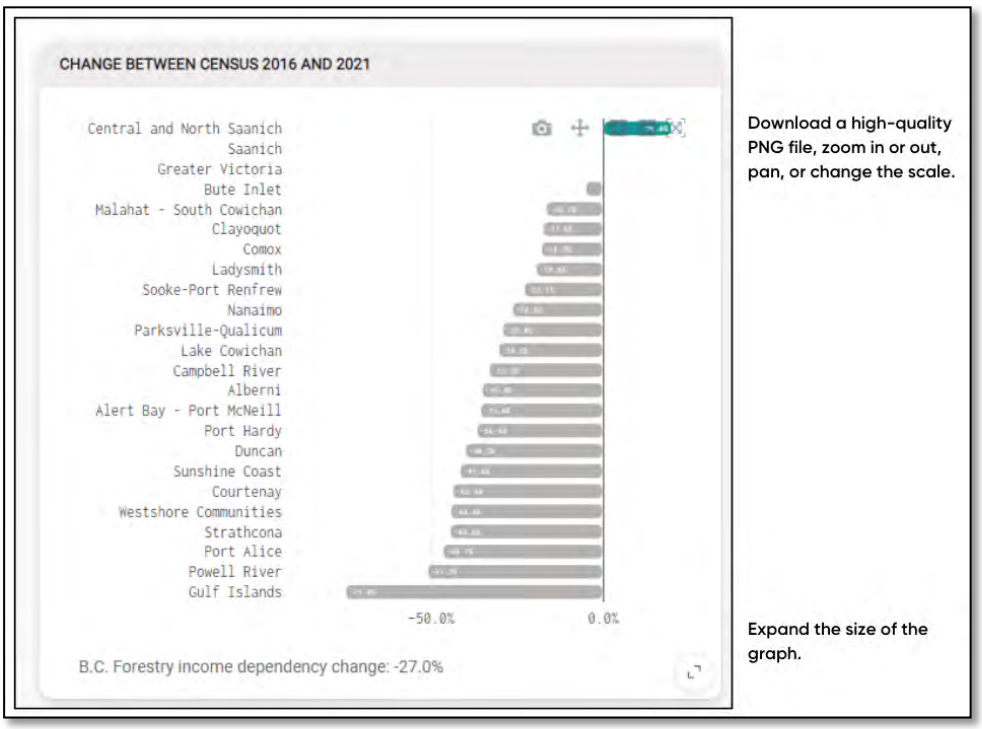
The user-friendly graphic interface and convenient drop-down menus enable swift navigation, allowing you to easily access detailed and valuable data.

Important Notes

- **License Agreement** – Copyright permission for use of this data has been purchased from BC Stats by Island Coastal Economic Trust and is provided by ICET for non-commercial purposes only.
- **Boundaries** - This data is provided by BC Stats using Census Sub-division boundaries used by Statistics Canada (see About>Local Area Boundaries for more information on boundaries)
- **Covid-19 and the 2021 Census** - The model uses data from the 2016 and 2021 Censuses, Covid-19 affected employment, income sources and other data. This should be considered when drawing inferences.
- **Glossary and Key Terms** – A glossary of key terms is provided at the back of this User Guide.

Quick Tip

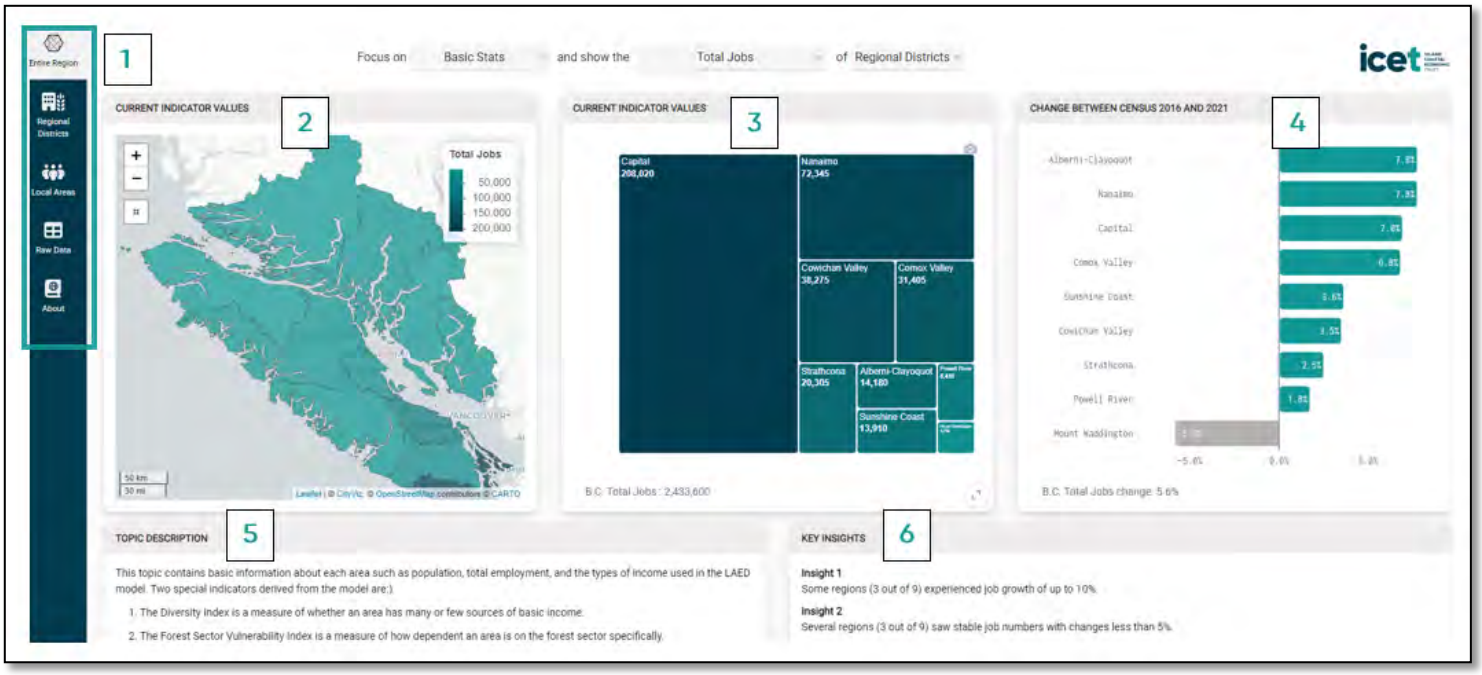
There are several key features revealed when you hover your mouse above graphs, including the ability to save PNG files of any information plot, scale, zoom, and pan features.



LANDING PAGE – The Entire Region - A 30,000 Foot View

Economic & demographic data for the Island and Coastal Region, Regional Districts or 24 'local areas'

This is the dashboard's landing page. It's a great place to start your exploration. It defaults to the Entire Region view, where you can quickly get an understanding of the region by comparing the 9 regional districts or 24 local areas (see next section on how to use the dropdown menus at the top of the page for switching between and among many views).



① **The Navigation Bar**

This allows you to quickly switch among 5 views:

- **Entire Region view** – Depending on the view selected in the drop-down menus at the top of the page, you can compare all 9 regional districts or the 24 local areas
- **Regional District view** – You can view all the statistics of any of the 9 regional districts
- **Local Area view** – You can view all the statistics of any of the 24 local areas
- **Raw Data view** – Displays the data in chart form. This view also allows you to download any of the data displayed into an Excel spreadsheet for your own custom analysis.
- **About view** – Explains the dashboard's background, definitions and:
    - Framework of the model
    - Data sources
    - Sector aggregations (e.g. which industries make up a sector?)
    - Local area boundaries
    - Limitations of the economic app

② **Map View – Current Indicator Values**

- This view shows the entire region broken down by nine regional districts or 24 local areas. In the case above (Basic Stats, Total Jobs, Regional Districts), a darker colour indicates more jobs while a lighter colour shows fewer.
- You can click on the map to highlight a region. You can also zoom in or out. A scale is provided on the right-hand side.

③ **Polygon View – Current Indicator Values**

- This Polygon view shows the same data from the map in a polygon form (a graph) that allows for quick comprehension. The data (in this case jobs by regional districts) is shown by its relative size (e.g. a smaller polygon represents fewer jobs).
- BC data is shown at the bottom left of the image for reference. A high-quality image (PNG file) can be downloaded by clicking at the top right of the image on the camera icon that appears when you hover over it. The Notes (i) icon on the bottom left of the polygon displays important information (e.g. boundaries, definitions, etc.) when clicked on.

④ **Change Between Census 2016 and 2021**

- This view shows the gain or loss in this category from 2016 and 2021, the last two censuses.
- BC Data is shown at the bottom left of the image for reference. A high-quality image (PNG file) can be downloaded by clicking at the top right of the image on the camera icon.

⑤ **Topic Description**

- This explains the topic of the current view

⑥ **Key Insights**

- Key insights, generated by AI, provide some analysis of the data.

Using the Drop-Down Menus

① **Drop-Down Menus**

There are 3 drop-down menus at the top of the page of the landing pages. They allow you to look at data in many ways:

② **Allows you to choose among:**

- Basic Stats
- Income dependencies
- Jobs
- Location quotients
- Employment impacts (the impact of any industry relative to the BC average. A score of 1.3 would mean 30% more than the provincial average of 1).
- Local supply shares

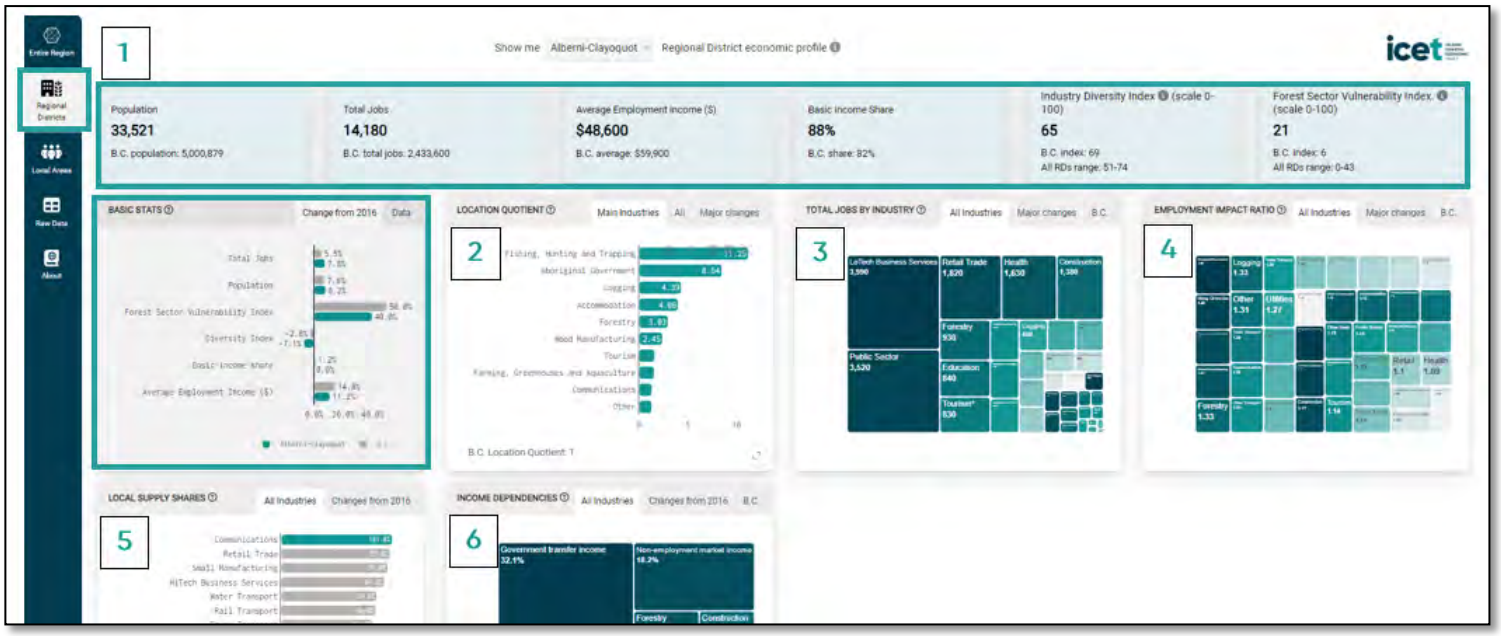
③ **Allows you to choose among:**

- Total jobs (in up to 23 industries)
- Population
- Average employment income
- Basic income share
- Diversity index
- Forest sector vulnerability index

④ **Allows you to choose between:**

- Regional district view (all 9 regional districts)
- Local area view (all 24 local areas)

REGIONAL DISTRICT VIEW – A Profile of Your Regional District



Navigate to the Regional District view (highlighted by the green box on the left in the illustration above) The drop-down menu at the top of the page allows you to select one of the 9 regional districts. In this example it's the Regional District of Alberni-Clayoquot.

① **Basic Stats – The Regional District, at a glance**

This view shows data in 6 key economic areas, with the BC data shown at the bottom of each heading, to provide more context:

- **Population**
- **Total Jobs**
- **Average employment income**
- **Basic income share.** This shows whether a regional district or local area is more production-oriented (BC's high is Port Alice with 96 as it largely focuses on the production of wood) or service-oriented (BC's low is Richmond at 74). The BC average is 82.
- **Industry diversity index.** This shows whether the regional district is very diverse with many industries (most diverse would score 100) or very concentrated (score of 0). The BC average is 69. The range of all regional districts in the province is 51 to 74.
- **Forest sector vulnerability index.** This shows which regional districts or local areas are most vulnerable to a forest sector downturn. The range in RDs is 0-43 BC. BC's average is 6. A higher number indicates more vulnerability.

Basic Stats – Change from 2016-2021 (from last census)

- This shows the same Basic Stats data from above (1) but in a graph format, showing the change from the last census. The BC average is also displayed to provide a handy reference point.
- If you click on the blue Data tab (top right above graph), the data is displayed as a data chart, rather than as a graph.

② **Location quotient**

- Location quotient shows how much employment specialization your regional district or local area has in different industries compared with BC. A location quotient of 2 means that the RD/local area has double the jobs in an industry as the BC average (score of 1). A location quotient of 0.5 means that your RD/local area has half the jobs of the BC average in that industry.
- There are different views available by clicking at the top right of each graph. In this case, you can quickly switch from a bar graph view (Main Industries) to Polygon view (All) to a graph of the changes between censuses (Major changes)

③ **Total Jobs by Industry**

- This shows the total number of jobs in each industry.
- By clicking on the blue tabs at the top right of the graph, you can quickly see major changes and how the RD/local area compares with BC.

④ **Employment Impact Ratio**

- This estimates how many additional jobs are supported for each job in a basic industrial sector. For example, a ratio of 1.38 for forestry shows that, for 100 jobs directly in the forestry sector, 38 more are supported in non-basic industries supporting that sector such as truck transportation and wholesale trade. In addition to the Direct and Indirect jobs created, Induced jobs are also factored in. Induced adds jobs created through household spending.
- To continue the previous example, an induced EIR of 1.75 implies that when the 100 direct forestry employees and 38 indirect supporting employees spend their incomes, that spending supports 37 additional jobs in non-basic sectors such as retail and FIRE (finance, insurance and real estate).

- By clicking on the blue tabs at the top right of the graph, you can quickly see major changes and how the RD/local area compares with BC.

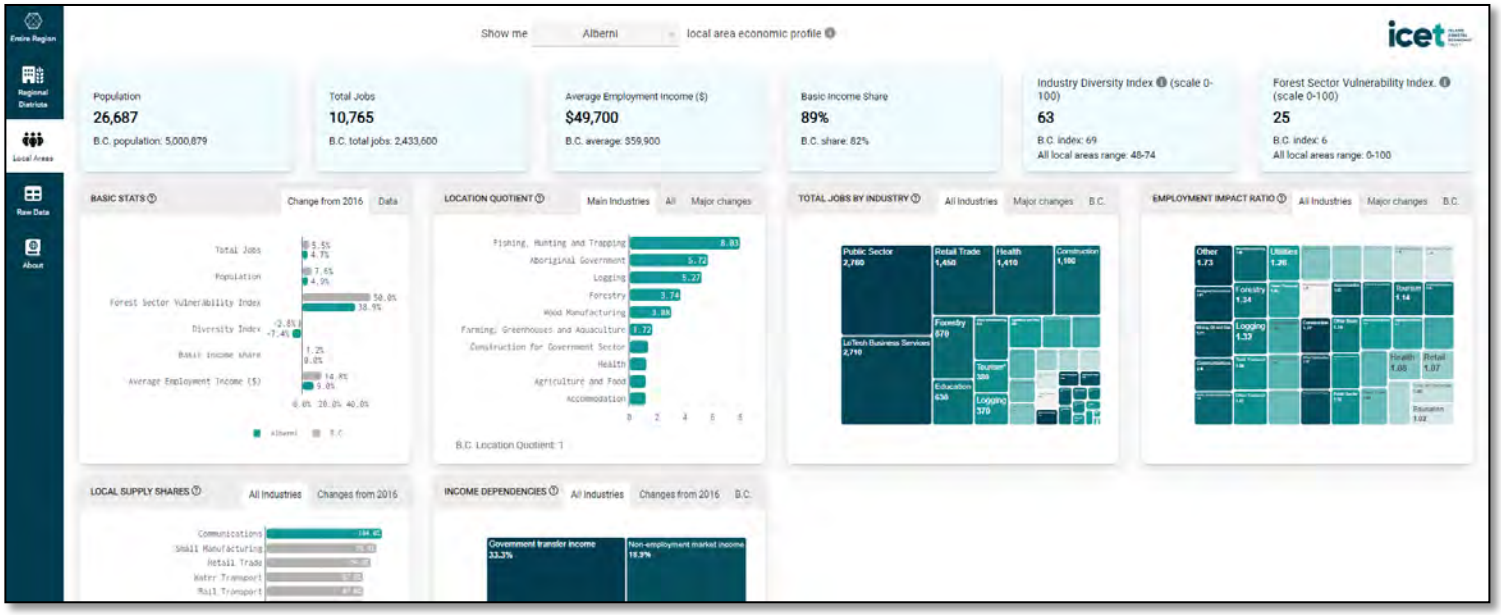
⑤ Local Supply Share

- Local supply shares help identify which local areas have strong non-basic sectors that supply services to the rest of the province.
- If the share is over 1, the area could be considered a net exporter of that service with the rest of the province and if it is under 1, a net importer.
- By clicking on the blue tab at the top right of the graph, you can quickly see major changes from 2016.

⑥ Income dependencies

- This indicator defines the components of an area's economic base and shows how dependent it is on the different sources.
- By clicking on the blue tabs at the top right of the graph, you can quickly see major changes and how the RD/local area compares with BC.

LOCAL AREA VIEW – A Profile of Your Local Area



This Local Area view is the same as the Regional District view but allows you to examine any one of the 24 local areas. In the example above, the default view for each of the graphs has been changed (by clicking on the blue tabs at the top of each graph) to demonstrate the variety of views available for each of the graphs.

Not all communities are available for viewing, because Stats Can combines communities into Local Areas. In the About tab on the left sidebar click on 'Local Area Boundaries' to view where each community is included.

SUMMARY

The economic app is provided to help you better understand the economy of the Island and Coastal region, your regional district or local area. The best way to get to know it is to dive into the data for a regional district or local area you might be familiar with and play with it.

The economic dashboard was developed in 2024 for Island Coastal Economic Trust by Sasha Bogdanovic, founder of data visualization company, CityViz, an innovative company that provides economic development data platforms. This User Guide was originally written by Mike Stolte, president of CIEL and adapted by the Trust. BC Stats has provided the Trust non-commercial copyright permission to use this data.

The data is an updated version of the *Local Area Economic Dependencies report*, last published by BC Stats in 2009. The economic dashboard combines Statistics Canada Census data (2016 and 2021) with the BC Stats macroeconomic model.

ABOUT ISLAND COASTAL ECONOMIC TRUST

Founded by the Province of British Columbia in 2006, the Island Coastal Economic Trust works to build a sustainable and resilient coastal economy in reciprocal relationships with First Nations, municipalities, and regional districts across Vancouver Island, the Sunshine Coast, and islands and inlets from the Salish Sea to Cape Caution. Serving over half a million residents, we partner with communities in the development and financing of their economic infrastructure and diversification efforts through our unique structure that is led by, and accountable to, communities

Since our inception, Island Coastal Economic Trust has approved more than $64 million to economic development initiatives that have attracted over $338 million in new investment to our region. These investments have created over 3,001 permanent jobs, and countless positive impacts, across the coast.

Island Coastal Economic Trust acknowledges that we work for communities across the ancestral territories of the Kwak̓wala, Nuučaan̓ułʼ, Éy7á7juuthem, Ligwilda'xw, Pəntl'áč, She shashishalhem, Sḵwx̱wú7mesh, Hul'q'umi'num', diitiidʔaatx̣, SENĆOŦEN, Lekwungen, and T'Sou-ke speaking peoples.

Learn more about the Trust.

GLOSSARY OF KEY TERMS

- **Basic income share** - This shows whether a regional district or local area is more production-oriented (BC's high is Port Alice with 96 as it largely focuses on the production of wood and wood products) or service-oriented (BC's low is Richmond at 74). The BC average is 82.
- **Diversity Index** – See *Industry Diversity Index*
- **Economic diversity index** - How diverse is our economy? How do we compare to our neighbours and to the rest of BC?
- **Employment impact ratio (EIR) -** This estimates how many additional jobs are supported for each job in a basic industrial sector. For example, a ratio of 1.38 for forestry shows that, for 100 jobs directly in the forestry sector, 38 more are supported in non-basic industries supporting that sector such as truck transportation and wholesale trade. In addition to the Direct and Indirect jobs created, Induced jobs are also factored in. Induced adds jobs created through household spending. To continue the previous example, an induced EIR of 1.75 implies that when the 100 direct forestry employees and 38 indirect supporting employees spend their incomes, that spending supports 37 additional jobs in non-basic sectors such as retail and FIRE (finance, insurance and real estate).
- **Employment impacts** - Do we have more of this industry than the BC average? The impact of any industry relative to the BC average. A score of 1.3 would mean 30% more than the provincial average of 1.
- **Forest sector income dependencies** - How reliant are we on income from forest sector activities – e.g. logging, value-added manufacturing, etc. – relative to other RDs/ communities?
- **Forest sector vulnerability index** - This shows which regional districts or local areas are most vulnerable to a forest sector downturn. The range in BC RDs is 0-43 in BC. BC's average is 6. A higher number indicates more vulnerability.
- **Income dependencies -** How much are we reliant on tourism, agriculture, etc.? Defines the components of an area's economic base and shows how dependent it is on the different sources. It is expressed as a number. 0.3 would represent 30%. 0.078 would be 7.8%.
- **Industry diversity index** - This shows whether the regional district or local area is very diverse with many industries [most diverse would score 100] or very concentrated [score of 0]. The BC average is 69. The range for all regional districts in the province is 51 to 74.
- **Local supply shares -** Are we a net importer or an exporter? Local supply shares help identify which local areas have strong non-basic sectors that supply services to the rest of the province. If the share is over 1, the area could be considered a net exporter of that good/service compared with the rest of the province. If it is under 1, a net importer.
- **Location quotient** - Do we rely more on this industry than the BC average? Shows how much employment specialization your regional district or local area has in different industries compared with BC. A location quotient of 2 means that the RD/local area has double the jobs in an industry as the BC average (score of 1). A location quotient of 0.5 means that your RD/local area has half the jobs of the BC average in that industry.

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