



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Thursday, March 28, 2019

### NEW TOOL MAKES FINDING LOCAL CENSUS DATA EASIER

Workforce WindsorEssex launches 'WEmap census' and new mapping guide

**Windsor, ON** – Workforce WindsorEssex, the region's Local Employment Planning Council (LEPC), as part of their [WEmap LMI project](#), launches a new online tool called [WEmap census](#). This new tool makes it easier for local partners in industry, government, education, and service provision to visualize, interact and retrieve census data for the Windsor-Essex region.

[WEmap census](#) allows users to explore 14 categories of census data for Windsor-Essex, including 897 individual data points, at both the census tract and census subdivision level. Users can filter census tracts by criteria, visually compare data values across the region, and select multiple census tracts to view and print combined statistics. This new tool will make it easier for local organizations to access and use data for business planning purposes and for program evaluation and improvements by better understanding where their clients reside.

Following the success of [WEmap jobs](#), Workforce WindsorEssex is releasing [A Guide to Creating Mapping Tools](#) based on local best-practices and the organization's experiences. The guide, which is available in English and French, provides advice on topics such as mapping software, project planning, gathering data, and sharing mapping tools in the community.

Workforce WindsorEssex hopes the mapping guide will be used by other organizations so they can develop and launch their own mapping tools as a way to improve decision making, business planning and operations, and service to individuals in the region.

### QUOTES:

"Workforce WindsorEssex is committed to developing innovative tools that leads to positive change in our local labour market. We developed WEmap census so that our community could better access, interact with and retrieve census data locally. We are also excited to share what we have learned in the process of developing WEmap jobs and WEmap census in our new Guide to Creating Mapping Tools. This guide will support other organizations in realizing the potential that mapping tools can have for decision making, business planning, and service, while giving them a roadmap to creating their own."

- Michelle Suchiu, Executive Director, Workforce WindsorEssex

## **QUICK FACTS:**

- On February 7, 2019, Workforce WindsorEssex launched WEmap jobs, which displays local job postings, connects users to 18 related services including employment supports, childcare centres, and training, while also making planning your commute easier.
- WEmap jobs has received over 6,350 pageviews since its launch.

## **QUICK LINKS:**

- A Guide to Creating Mapping Tools can be accessed at [www.workforcewindsoressex.com/a-guide-to-creating-mapping-tools/](http://www.workforcewindsoressex.com/a-guide-to-creating-mapping-tools/)
- WEmap census can be accessed at [www.workforcewindsoressex.com/wemap-census](http://www.workforcewindsoressex.com/wemap-census)
- WEmap jobs can be accessed at [www.workforcewindsoressex.com/wemap-jobs](http://www.workforcewindsoressex.com/wemap-jobs)
- To learn more about the Local Employment Planning Council and view our current and past projects visit [www.workforcewindsoressex.com/lepc](http://www.workforcewindsoressex.com/lepc)

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## **Media Contact:**

Justin Falconer  
Senior Director  
Workforce WindsorEssex  
519-980-5826  
[jfalconer@workforcewindsoressex.com](mailto:jfalconer@workforcewindsoressex.com)

## **About Workforce WindsorEssex**

Workforce WindsorEssex is a workforce and community development board that creates labour market tools, research, guides and events that benefit jobseekers, employers, students, educators and the community. Founded 10 years ago by the City of Windsor, County of Essex, WindsorEssex Economic Development Corporation and the Province of Ontario, our mandate is to plan, facilitate and advocate for regional workforce development, defined as the development, retention, and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex currently receives funding under four projects: Windsor Essex Local Immigration Partnership, Local Employment Planning Council, WEskills, and WEvalue. Learn more at [www.workforcewindsoressex.com](http://www.workforcewindsoressex.com).

## **About the Local Employment Planning Council project**

The Local Employment Planning Council (LEPC) is funded in part by the Government of Canada and the Government of Ontario. The LEPC pilot aims to increase the access to

accurate, up to date, local labour market information and help pioneer new and innovative approaches to local employment planning.