

## **Intelligent City Advisory Committee**

**Thursday, February 18, 2014 – 1:00pm  
EOC 1, City Hall**

### **MINUTES**

#### **MEMBERS PRESENT:**

Councillor Bill Harper - Co-chair, City Council  
Michael Hrybyk - Co-chair, Community Member  
Reg Nordman - Community Member, EDAC representative  
Gerry Akkerman - TransLink

#### **REGRETS:**

Philip Barker - Fraser Health Authority  
Rod Carle - General Manager, Electric Utility Commission  
Nelson Eng - Community Member  
Jonina Campbell - Community Member  
Jen Arbo - Community Member  
Gary Munro - Community Member  
Ian McLeod - Community Member

#### **STAFF:**

Blair Fryer - Manager, Communications and Economic Development  
Alvin Chok - Chief Information Officer  
Bev Grieve - Director, Development Services  
Jim Lowrie - Director, Engineering  
Susan Buss - Deputy Chief Librarian  
Andréa Khan - Economic Development Coordinator/Recording Clerk

#### **GUESTS:**

Paul West - Consultant, Rhizome Networks  
David Hicks - Consultant, Pensario Communication

The meeting was called to order at 1:10pm.

#### **1.0 APPROVAL OF AGENDA**

#### **MOVED and SECONDED**

**THAT** the February 18, 2014 agenda be adopted.

**CARRIED.**

All members of the Committee present voted in favour of the motion.

## **2.0 ADOPTION OF JANUARY 23, 2014 MINUTES**

### **MOVED and SECONDED**

**THAT** the January 23, 2014 meeting minutes be adopted.

**CARRIED.**

All members of the Committee present voted in favour of the motion.

## **3.0 INTRODUCTIONS**

Brief introductions of everyone present.

**Procedural note: Gerry Akkerman arrived at 1:16pm**

## **4.0 PRESENTATION OF ROADMAP (Consultants)**

### **4.1 Roadmap overview**

Mr. West and Mr. Hicks (the Consultants) provided a brief recapitulation of the February 17, 2014 workshop and evening Council presentation. This included an overview of the feedback received from senior staff, Council, the Mayor and CAO. Notable feedback points on the topic of attractive and enduring components of New Westminster included:

- “Affable urbanity”;
- A sense of place;
- Strong sense of community;
- Livability.

Mr. Akkerman noted that TransLink has seen an influx of their employees moving to New Westminster because of location, affordability and livability.

Now that the Intelligent City initiative has moved more into the public eye, the Consultants believe that there is an opportunity to encourage feedback from the community and enhance engagement. The narrative and branding will become more clarified through public engagement as well.

The framework for the roadmap will be based on the Intelligent Communities Forum framework, while the themes of the roadmap will externally affirm what this Committee is doing, and confirm the direction of this initiative.

**Procedural note: Nelson Eng arrived at 1:34pm**

The roadmap will include a recommendation to participate in an annual ranking process, because the Consultants feel that this will encourage the work to continue in a timely fashion. In particular, the Consultants will be recommending the Intelligent Communities Forum (ICF). The Committee discussed the strategy

for the application process in more detail, focusing on the purpose, timeline and value of applying. The ICF responds to applications with a report card to provide feedback on strengths and weaknesses. The application process will also provide the Committee with questions to consider that may not have been previously addressed. The Consultant explained that there is no fee to apply to ICF; however there is a nominal cost to receive the report card.

The Committee questioned the rationale of applying to be globally ranked when it is possible to achieve all of the desired outcomes for New Westminster without participating in a ranking system. The Consultants recommended creating a baseline regardless of participation in a ranking system.

The Consultants briefly discussed Stratford's branding experience. The Stratford brand was created while the initiatives were happening, not beforehand. In total, Stratford has used the current branding for five years. The brand was messaged for permanence, using no dates so the materials could be used year-round.

Examples of Stratford's initiatives were described, and included:

- Paperless voting (digital inclusion)
- Innovation fair (innovation/knowledge workforce)
- Calendarization of communication (marketing & advocacy)
- Videos – interviews; themed vignettes (marketing & advocacy)

The Consultants noted that the recommendations put forth in the roadmap will align with the cadence of the Committee's current work. They also affirmed the Committee's work and pointed out that the New Westminster Intelligent City Advisory Committee is further along than Stratford was at this point in their journey.

The timeline for New Westminster's infrastructure will not be included in the Consultant's report as it will be covered in the final deliverable of the infrastructure plan consultant.

## **5.0 FEEDBACK AND DISCUSSION**

The Committee discussed the roadmap presentation. Overall, the roadmap was well-received, and the following points were requested to be addressed:

- Include concrete recommendations such as the strategies for attracting business, or new policies that this may affect or create.
- If possible, provide a catalogue of messaging that has been successful (or not) that could be used as a resource for the marketing subgroup.
- Include examples in the report of how the tools can be used. For example, how would the Committee select champions and nurture them?
- Include failed ideas and attempts so the Committee may know pitfalls to look out for and avoid.

- Integrate the roadmap with the work of the infrastructure plan consultant.
- Include entrepreneur and innovators – those who will be layering services in this space.
- Avoid emphasis on the global ranking (ICF), and focus on initiatives and plans that will directly benefit the community such as service and job creation.
- Provide detailed information regarding Stratford’s efforts to attract business, offerings that New Westminster will require to be more attractive to business, and information that will enable this Committee to make well-informed decisions.

Mr. Akkerman discussed TransLink’s current position regarding a fibre strategy. Internally there are a number of items that need to be thoroughly addressed such as right of ways, physical limitation, and adjacent property development. The fibre strategy would consist of dark fibre agreements, and would need to consider multiple communities before moving forward.

**Procedural note: Gerry Akkerman exited at 2:53pm**

The Committee expressed concerns that the roadmap will not address the monetary questions that this Committee needs to consider, and requested that investment requirements be included with the recommendations where possible.

**6.0 OTHER BUSINESS**

No items.

**7.0 NEXT STEPS**

No items.

**8.0 MEETING ADJOURNMENT**

The meeting was adjourned at 2:58pm.

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Councillor Bill Harper  
Chair

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Andréa Khan  
Recording Clerk