



Intelligent City Advisory Committee

**Thursday, November 21, 2013 – 3:00pm
EOC 1, City Hall**

MINUTES

MEMBERS PRESENT:

- | | |
|-----------------|---|
| Michael Hrybyk | - Co-chair, Community Member |
| Reg Nordman | - Community Member, EDAC representative |
| Jen Arbo | - Community Member |
| Nelson Eng | - Community Member |
| Jonina Campbell | - Community Member |
| Gary Munro | - Community Member |
| Ian McLeod | - Community Member |
| Gerry Akkerman | - TransLink |

REGRETS:

- | | |
|------------------------|---------------------------|
| Councillor Bill Harper | - Co-chair, City Council |
| Philip Barker | - Fraser Health Authority |
| Jim Lowrie | - Director, Engineering |

STAFF:

- | | |
|-------------|--|
| Blair Fryer | - Manager, Communications and Economic Development |
| Alvin Chok | - Chief Information Officer |
| Bev Grieve | - Director, Development Services |
| Rod Carle | - General Manager, Electric Utility Commission |
| Susan Buss | - Deputy Chief Librarian |
| Andréa Khan | - Economic Development Coordinator/Recording Clerk |

1.0 CASUAL UPDATES (NETWORKING)

There will be an open house for Sapperton Green next Tuesday, November 26th, 2013; the Intelligent City Advisory Committee (ICAC) is invited to attend. Sapperton Green is a mixed-use, transit-oriented, high-tech project. The plans are currently being worked out, including an Official Community Plan amendment as requested by Bentall Kennedy.

The meeting was called to order at 3:18pm.

2.0 APPROVAL OF AGENDA

MOVED and SECONDED

THAT the November 21, 2013 agenda be adopted.

CARRIED.

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

3.0 ADOPTION OF OCTOBER 17, 2013 MINUTES

MOVED and SECONDED

THAT the October 17, 2013 meeting minutes be adopted.

CARRIED.

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

4.0 INTRODUCTION OF CONSULTANT

4.1 Introduction

At the last ICAC meeting a draft request for proposal (RFP) was distributed to the Committee. Since then, the RFP has been posted and a consultant selected: Rhyzome Networks. Introduced via telephone were two members of the team, Paul West of Rhyzome Networks and David Hicks of Pensario Communication, hereby referred to as "the Consultant".

4.2 Online presentation (Consultants)

The Consultant gave an introduction and presentation via telephone and online presentation. The presentation slides included:

- Introduction and biography of Paul West, Rhyzome Networks. Mr. West was a part of a team that applied to the Intelligent Community Forum (ICF) on behalf of Stratford. Stratford received no recognition from the ICF in the first year. They continued to apply for the following three years, and in each of those years Stratford received recognition as Top21 or Top7. Rhyzome Networks is owned by the City of Stratford, and has built a wifi network that blankets the city which is comprised of approximately 15,000 homes and businesses.
- Introduction and brief biography of David Hicks, Pensario Communication. Mr. Hicks is a writer with a marketing and communications background; he will be the writer for this project.

- Smart city trends – communities, like New Westminster, who take a leadership role have a better sense of what is happening in the community. In Stratford the Intelligent City initiatives grew the business community, with people moving in as a result.
- Developing a smart community plan involves:
 - The process and players
 - Vision and strategy
 - Leveraging brand
 - Citizen engagement
 - Infrastructure
 - ICF smart community program
 - Applications and innovation
- Infrastructure should not be viewed in a tunnel, but should be looked at in the context of existing infrastructure that the local telecommunication companies have installed.
- “Stratford’s renaissance” – a digital economy:
 - An overview of Stratford’s experience with the ICF
 - The culmination of commerce, education, technology and culture
- Stratford vs. New Westminster
 - Similar in geographical size
 - Own the electric utility
 - Stratford has the University of Waterloo
 - Stratford has approximately half the population of New Westminster
- Stakeholder engagement
 - The Consultant plans to use Pownoodle to collect, categorize, and analyze stakeholder feedback.
- The Consultant complimented the ICAC for creating a strong and diverse team for the New Westminster initiatives.
- The Consultant suggested making the ICAC members public with contact information so that community members can contact them to answer questions.
 - Stratford used a blog to introduce the committee members individually.
 - Along with twitter and YouTube, the Stratford team utilized social media to communicate with the community.
- The Consultant suggested using a well-known local or famous person to be a spokesperson for the initiative(s) in New Westminster.
- Stratford created a tech club that brought people together who work in or are passionate about the technology industry. The tech club, Avonova, spearheaded a pilot project to bring affordable tech and internet access to the community.
- Positive stakeholder results to aim for:
 - Willingness to share their stories
 - Brand clarity
 - Focus on application
 - Infrastructure as an enabler

- Retention strategy (strengthen what already exists)
- Earned media coverage
- Conference presentations
- New industry opportunities
- Social services
- First responders interoperability project

The Committee asked the Consultant for more information on the plan for New Westminster.

The Consultant responded by showing the methodology summary as was included in the RFP response. This summary included:

- In-person and online reconnaissance
- Community engagement
 - Cisco webex telepresence
 - Pownoodle
 - Trending.info
- Public input and analysis
- City of New Westminster in light of the intelligent community indicators
- A proven process that identifies, retains and grows jobs in the digital economy
- Broadband infrastructure and governance models
- ICF annual designation process
- Scheduled reporting
- Strategic plan proposal and roadmap
 - Tactical action times
 - Recommended chronology
- Draft document submission and feedback
- Final document and in-person presentation

The Consultant's schedule of activities included the following:

- November 21, 2013 work begins
 - Background research
 - Meeting preparation, notifications
 - City of New Westminster trending.info social media aggregator site built
 - Cisco webex set-up for Stratford and City of New Westminster tested
- First week of December (4-6), 2013
 - In person introductions to the ICAC, senior city staff, city familiarization tour, meeting with local stakeholders and influencers
 - City of New Westminster Pownoodle champion identified
 - Trending.info site curator identified and oriented
- Last week of November 2013
 - Review of 2012 Task Force Report completed

Mr. Chok and Mr. Fryer are to provide contacts of other stakeholders including business associations and local non-profits.

- Early January 2014
 - Updates to the ICAC
 - Community engagement sessions
 - Povernoodle session
 - Ongoing report research
- End of January 2014
 - Committee update
 - Overview of emerging plan
 - Ongoing report drafting
- Mid to late February 2014
 - Circulate final draft to the Committee
 - Debriefing session

The Committee suggested that there be checkpoints and information updates to Council. Staff will do the initial update to Council. In February a full debrief with Council will be done to inform them in detail before the formal presentation.

The Committee requested information from the Consultant regarding the subgroups and terms of reference used in Stratford, including structure of the committees and subgroups. The Consultant agreed to supply the Stratford framework for the Committee's edification.

To create stories for New Westminster, the Consultant will be relying on the Committee to provide content and ideas. The Committee suggested using some of the themes that were used to promote the 2012 Economic Forum as well as the metrics document that is being prepared for the economic development office. The Committee also suggested the 2014 Economic Forum as a platform to disseminate the stories.

5.0 PROGRESS UPDATES

5.1 Innovation subgroup

Mr. Akkerman provided the update on behalf of the Innovation as he is now organizing this subgroup. The question the Innovation group is contemplating currently is "what does success look like" for this group's work? Ideas that have been discussed to date are innovation or tech centres in New Westminster and the steps required to achieve success in these centres. A high level strategy on a page has been created outlines the goals, streams of activities and best practices in various industries. Another meeting is being planned to talk strictly about innovation.

The Committee discussed the concept of innovation in terms of providing fertile ground for people to try new ventures; acting as an accelerator; and creating an innovative environment. The Innovation subgroup was encouraged to be broad with their ideas and applications, and to pose the question to local institutions for more ideas.

5.2 Knowledge workforce subgroup

Mr. Fryer provided the Knowledge Workforce subgroup based on the outline document (#489380). Strategies that this group are focused on include:

- Identify skill gaps and create plans to fill them;
- Determine ways for citizens to use their leisure time to increase their knowledge in ways that can create economic value;
- Created learning opportunities, workshops and skill-based hang-outs;
- Develop strategic partnerships in the community.

Currently this subgroup is researching on best practices, and in the new year they have plans to move into the skills gap analysis and outline options and opportunities to fill those gaps.

5.3 Digital Inclusion/Marketing & Advocacy subgroup

Mr. Fryer provided the Knowledge Workforce subgroup based on the outline document (#489359). This subgroup is focused on three main strategies:

- Create and administer a needs assessment throughout New Westminster;
- Use research findings to define programming and service opportunities;
- Create teams to plan, implement and evaluate programs and services on an ongoing basis.

The Marketing & Advocacy subgroup has been temporarily absorbed by digital inclusion and will be reinstated as its own subgroup when there are confirmed initiatives to market.

5.4 Infrastructure subgroup

Mr. Chok provided a brief update for the Infrastructure subgroup, and noted that the RFP for the business plan and fibre-network plan closed today (November 21).

Procedural note: Jen Arbo and Jonina Campbell exited at 4:27pm

5.5 Discussion

The Committee is encouraged to put their documents, whether finalized, working or draft form, into the Dropbox and share resources freely amongst the Committee members and subgroups.

6.0 PRE-WORK ASSIGNMENTS FOR DECEMBER WORKSHOP

No items.

7.0 OTHER BUSINESS

No items.

8.0 NEXT STEPS

No items.

9.0 MEETING ADJOURNMENT

The meeting was adjourned at 4:31PM

Councillor Bill Harper
Chair

Andréa Khan
Recording Clerk