



# National Insights – Winter Edition

## Creating a Smart and Sustainable Landscape

Online → Thursday, February 17, 2022 | 12pm – 3:00pm ET

### Your Inspiring Speakers



**ANDREA MCKINNEY**  
General Manager,  
Corporate Services  
Town of Orangeville



**JAZZ PABLA**  
Information Services  
Director  
City of Kelowna



**ALISON BURGESS**  
Manager Corporate  
Initiatives  
The Regional  
Municipality of Durham



**STEVE CZAJKA**  
Manager, Smart City  
Information Technology  
Division  
City of Mississauga



**LISA PRIME**  
Chief Planner  
City of Cambridge  
Ontario



**ISAAC SEAH**  
Research Associate,  
Centre for Landscape  
Research  
University of Toronto



**WENDY DUPLEY**  
Director, Economic  
Development and  
Tourism Economic  
Development  
City of Maple Ridge



**SERGIO DE LARA**  
Senior Associate, Smart  
Cities & Mobility  
MaRS Discovery District



**CATHERINE SPARKS**  
Director of Service  
Design  
City of Edmonton



**ADAM DUCKETT**  
Sr. Director, Global  
Innovation  
ServiceNow

### Benefits of Attending



**Gain insights on the emerging trends** and technologies with Smart Cities and the related impacts of COVID-19



**Understand and discuss leading concerns** with Smart City technologies and how they can be alleviated to protect privacy and security



**Explore the beneficial impacts of Smart Cities** on the delivery of services and how this can improve engagement with citizens

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## Creating a smart and sustainable landscape

From the city we live in, to the infrastructure being built around us, the world is constantly changing. Many of these changes focus on building more intelligent and greener cities through the integrating of a digital ecosystem. Embedded technology can increase the efficiency of a Smart City by analyzing and responding to real-time data. However, this can be of concern to some citizens, the overall benefits of a Smart City can positively impact the sustainability, livability, and quality of city life.

Public Sector Network's **Smart City and Infrastructure: Q1 National Insights - Winter Edition** virtual event will provide insights on the latest trends, ideas, and developments as Smart City technologies increasingly integrate and reshape how communities serve their citizens. This event will provide public sector professionals an understanding of the 'ins and outs' of a Smart City, how to plan for the future, insights on the lessons learned from COVID-19, and the next generation of technologies.



### Who You'll Meet

- Mayors
- Councillors
- City Managers & Administrators
- Urban Planners & Infrastructure Leads
- Regional & Municipal Economic Development Officers

#### Chiefs/Directors/Heads of:

- Smart City
- City Planners
- Engineering & Transport
- Strategy
- Growth
- Service Delivery
- Innovation
- Corporate Services
- Federal, Provincial & Municipal Policy Makers

**Senior Digital & IT Leaders from Cities, Utilities, Energy, Health & Transport Sectors**

**12:00pm ET**    **Welcome from Public Sector Network**

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**12:05pm ET**    **Welcome from Chair**

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**12:20pm ET**    **Government Keynote:**  
**Mississauga's Smart City of Privacy Policy**

This presentation will cover the first Canadian Smart City Policy, leading us towards privacy, freedom, and democracy. This policy stems from the following key pillars:

- Privacy + Governance
- Democracy + Trust
- Citizen Control of Personal Information
- Data Governance
- Fairness for Everybody
- Citizen Engagement + Literacy
- Connected + Resilient
- Data for Good

**Steve Czajka**, Manager, Smart City Information Technology Division, **City of Mississauga**

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**12:45pm ET**    **Platinum Keynote**  
**Fast-Tracking Your Smart City Strategy with Internet of Things (IoT) and other Emerging Technologies**

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**1:00pm ET**    **Government Case Study:**  
**Building for the Future Starts Now – A Roadmap Guide to Your Smart City**

- Understand how your urban planning and infrastructure strategy can integrate the goals of sustainability and net zero living
- Explore how the use of technology can increase the efficiency of existing and future infrastructure systems

**Andrea McKInney**, General Manager, Corporate Services, **Town of Orangeville**

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**1:15pm ET**    **Government Case Study:**  
**A Holistic Approach to Municipal Innovation**

- Analyze the latest concerns with the use of technology to collect data, and how safeguards are being implemented to mitigate these concerns
- Discuss how to strike a balance between privacy and increased efficiency when using technology in a Smart City

**Catherine Sparks**, Director of Service Design, **City of Edmonton**

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**1:30pm ST**    **Gold Spotlight**  
**Smart City Transformation**

As citizens and stakeholders increasingly expect their interactions to be electronic, efficient, and seamless, cities and governments need to transform their legacy core systems to enable and automate business process and service delivery. Smart city transformation is how innovative cities are responding to the need to increase service levels and citizen satisfaction while reducing costs & resources.

**Adam Duckett**, Sr. Director, Global Innovation, **ServiceNow**

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**1:45pm ET**    **Break**

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1:50pm ET

### Panel Discussion 1

#### Smart Cities: Moving Past the Pandemic to Create the City of the Future

- How has COVID-19 impacted Smart City planning, and how have cities changed their response?
- What is the government's role in ensuring a proper governance framework when implementing Smart City and related program planning?
- What are some lessons learned from COVID-19 that will impact future strategies and infrastructure planning?
- As the hybrid work model becomes the new norm and greater importance is placed on employees' wellbeing, how do these changes impact the future of infrastructure planning?
- What are technological improvements expected to emerge, which will increase connectivity and engagement with citizens in smart cities?

**Jazz Pabla**, Information Services Director, **City of Kelowna**

**Alison Burgess**, Manager Corporate Initiatives, **The Regional Municipality of Durham**

**Lisa Prime**, Chief Planner, **City of Cambridge Ontario**

2:20pm ET

### Panel Discussion 2

#### Integrating Smart Planning into Your Economic Development Strategy to Attract Future Growth Opportunities

- What are some challenges attracting new investment and residents to a Smart City in a post-Covid world? What are the opportunities?
- How can a Smart City attract new development with improved transportation and quality of life infrastructure?
- How is urban planning for a Smart City changing compared to the past, and what will incentivize new industries to locate there?
- How can innovative technologies inspire new development and attract a more diverse population base? How can this help improve equitable outcomes for all citizens and benefit different industries?
- How can cities improve their transparency and better engage their citizens through their economic development strategies to integrate innovative technologies and infrastructure systems?

**Wendy Dupley**, Director, Economic Development and Tourism Economic Development, **City of Maple Ridge**

**Isaac Seah**, Research Associate, Centre for Landscape Research, **University of Toronto**

**Sergio De Lara**, Senior Associate, Smart Cities & Mobility, **MaRS Discovery District**

2:50pm ET

### Closing Remarks from the Chair

2:55pm ET

### Virtual Event Adjourns

## Thank you to our **Event Partners**

Gold

**servicenow**

For partnership opportunities, contact **Scott Knight** for more information.

## What's On Next



**National Smart Insight:  
Spring Edition**

**Online**

**May 18, 2022**