

NO: F014

COUNCIL DATE: **March 23, 2015**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 24, 2015**

FROM: **Manager, Economic Development
General Manager, Finance & Technology**

FILE: **6750-01**

SUBJECT: **Funding Request - Evolution of Communities Forum - April 22, 2015**

RECOMMENDATION

The City Manager's Department recommends that the Finance Committee recommend that Council:

1. Receive this report as information; and
2. Approve an allocation of \$10,000 from the Council Initiatives Fund in support of the Evolutions of Community Forum as generally described in this report, scheduled to take place April 22, 2015 at the Sheraton Vancouver Guildford Hotel.

INTENT

The purpose of this report is to provide an overview of the *Evolution of Communities Forum* (the Forum) event taking place April 22, 2015 at the Sheraton Vancouver Guildford Hotel and to request funding from the Council Initiatives Fund to provide sponsorship funding for the event and to fund the purchase of event tickets for members of Council.

BACKGROUND

The City has achieved several milestones in its transformation into an 'Intelligent Community.' In 2012, Surrey won the IBM Smarter Cities Challenges and received a grant valued at \$300,000 to create a plan to guide investments in early childhood education.

On July 3, 2014 Council approved the Smart Surrey Strategy (the Strategy) that seeks to guide Surrey's growth from an innovation and technological perspective. The Strategy identifies four key areas of action:

1. Social Engagement and Connectivity
2. Economic Growth
3. Service Delivery Innovation
4. Smart City Infrastructure

Delivering a Smart Surrey event is identified in the Economic Growth work plan contained in the Strategy. This event has been titled *The Evolution of Communities Forum*.

In January, 2015, the City of Surrey was named one of the world's "Top 7 Intelligent Communities of 2015" by the New York-based think tank Intelligent Community Forum (ICF). The ICF's mandate is to educate communities on how to build prosperous economies, solve social problems and enrich local cultures.

DISCUSSION

Creating a city that is innovative, connected, and socially and environmentally engaged, is both a desire and a challenge facing even the most advanced global communities. The Evolution of Communities Forum will highlight business strategies, technologies, and urban sustainability innovations that are poised to transform the world's cities.

The Forum has been designed to inform and stimulate discussion between senior government leaders, academics, innovators, technology companies, service providers, emergency responders and public engagement professionals.

Forum Organizing Group

The Forum is being organized by a small team led by Councillor Bruce Hayne and includes representatives of the Laura Balance Media Group and the Economic Development Division. Forum Co-Chairs are Councillor Bruce Hayne and Bill Tam, CEO of the British Columbia Technology Industry Association (BCTIA).

Evolution of Communities Forum Agenda

The Evolution of Communities Forum will be taking place on April 22, 2015 at the Sheraton Vancouver Guildford Hotel. The Forum will run from 8:00 am – 5:00 pm and there will be a reception following from 5:00 pm – 7:00 pm.

Dr. Paul Terry, President and CEO of PHEMI Health Systems and renowned expert in big data, will be the luncheon keynote speaker.

A summary of the session topics are:

- Future Leaders Discuss What's Possible
- Big Data and Public Safety
- Infrastructure: Using Information to Manage Assets
- Emergency Management: Being prepared for the unpredictable
- Creating the Pathway to Action

Additional detail is provided in the preliminary event schedule attached as **Appendix "I."**

Budget and Funding

The goal is to create a cost-neutral event. A draft budget has been prepared that indicates costs will be approximately \$91,500. Organizers expect to attract 150 – 200 attendees. Cost per ticket is \$199.

Evolutions of Communities Forum Cost Breakdown

City of Surrey Staff Support Time	In-kind
Venue Rental	\$ 6,000
Food & Beverage	\$19,400
Audio Visual	\$12,600
Reception Entertainment	\$ 1,500
Speaker Fees & Travel Expenses	\$15,000
Delegate Bags	\$ 500
Program & Advertising	\$ 9,000
Website Design & Hosting	\$ 2,500
Event Management Fee	\$25,000
Total	\$91,500

It is estimated that revenues from sponsorships and registrations will be approximately \$82,000. It is proposed that Council approve an allocation of \$10,000 from the Council Initiatives Fund attached to this report as **Appendix "II"** - \$8,200 would be allocated as sponsorship, \$1,800 would be used to purchase tickets for Council.

SUSTAINABILITY CONSIDERATIONS

The Forum's focus on smart city development will assist the City of Surrey in achieving the goals of the City's Sustainability Charter; more particularly, the following socio-cultural and economic specific goals of the charter:

- *"Provide opportunities for meaningful community engagement in civic issues so that the City is responsive and accountable to the needs of the community;"*
- *"Having a full range of local employment opportunities and green business"; and*
- *"Establishing an economy that provides at least one job for each resident in the workforce"*

CONCLUSION

As part of the Economic Growth work plan, the Forum will continue to build momentum from being named one of the world's Top 7 Intelligent Communities of 2015 and by bringing the most visionary urban leaders and planners to the City of Surrey.

Based on the above discussion, it is recommended that the Finance Committee recommend that Council:

1. Receive this report as information.
2. Approve an allocation of \$10,000 from the Council Initiatives Fund in support of the Evolutions of Community Forum as generally described in this report.

Donna Jones
Manager, Economic Development

Vivienne Wilke, CPA, CGA
General Manager, Finance and Technology

Attachments:

Appendix I: Event Schedule – Draft

Appendix II: Status of Council Initiatives Fund

APPENDIX I

EVENT SCHEDULE – Draft Agenda**Agenda: April 22, 2015**

7:30am – Registration Open

8:00am - Breakfast Session**Setting the Stage – Future Leaders Discuss What’s Possible**

8:15 AM - Welcome Remarks: Councillor Bruce Hayne and Bill Tam

8:45 AM - “Ted Talks” session

9:15 AM - Breakfast Keynote

10:00am-10:20am – Networking Break**10:20am-11:35am - Session 1: Big Data & Public Safety**

Description: Discussions will surround the impact of the digital age on community security. Learn how to deal with cybercrime and protecting big data, along with the fine line of transparency and municipalities protecting privacy and identities.

Moderator: Dr. Darryl Plecas – MLA

Panelists:

- Chief Len Garis – Surrey Fire Chief (Risk Management)
- Richard Frank – SFU – Cyber Crime Expert

11:45 AM – 1:15 PM – Lunch Keynote

Introduction: Dr. Joy Johnson – SFU VP of Research

Keynote: Dr. Paul Terry - President and CEO of PHEMI Health Systems

A session on how governments worldwide are waking up to the opportunities that data provides and are launching programs to publish the data.

Open data programs serve a number of purposes:

- Improving transparency of government operation and performance by publishing the data; Improving that performance by analyzing the data;
- Engaging citizens in the process (and operations) of government;
- Improving service delivery by allowing developers to create new applications;
- How it can drive economic development and diversification within communities; and
- How is big data changing the face of communities and cities from an economic development session.

**1:30pm – 2:45pm - Session 2: Infrastructure
Using Information to Manage Assets**

Description: Urban density is pushing residents to use mass transit, car shares and other alternatives more frequently. Learn how cities can use information to engage audiences and create advocates for further development using a technology driven experience. This session will deal with traffic management, energy management and asset management with the perspective of a community realizing success.

Moderator: TBD

Panelists:

- Tanya Paz – Sustainable Transportation Expert specializing in Behavioural Change
- Paul Godsmark – Sustainable Cities Collective, Edmonton

2:45pm-3pm – Networking Break

**3:15-4:15pm - Session 3: Emergency Management
Being Prepared for the Unpredictable**

Natural disasters can happen in any city and country throughout the world. While no city is immune to these disasters, cities and officials can, however, be prepared in their response to them. Emergency Management and resilience planning can strengthen the ways we work together to protect the safety of our people and cities.

Moderator: TBD

Panelists:

- Caterina Valeo – Associate Professor, UVIC
- Mike Luchia – Business Continuity and Recovery Planner, CEMA Dr. Peter Anderson – SFU

4:30-5:00pm – Final Session: Pathway to Action

This session will be focus on “how to get going” and formalizing the journey. It will end with a call to action.

Moderator: John Longbottom – IBM Smart Cities Leader

Panelists:

- Cathy Heron – City of St. Albert
- Russ Wyatt – City of Winnipeg

5:00pm – 7:00pm – Closing Reception

APPENDIX II


**2015 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
2015 Approved Budget	250,000	
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000
2015 Façade Enhancement Program		25,000
Surrey Poet Laureate (Year 1 of 3)		10,000
2015 Sponsor Appreciation Event		10,000
SANSU Addictions Education Series		2,400
Surrey Knights Swim Club		3,000
2015 CBHA Western Challenge Cup		3,500
2015 BC Hockey Pee Wee Championship		2,000
Elleven Management SX Cup 2015		4,000
Surrey Steps Up: Youth Engagement Campaign		10,000
Policing Costs for Community Events		55,000
Evolution of Communities Forum (Proposed)		10,000
Allocations for 2015		\$ 174,900