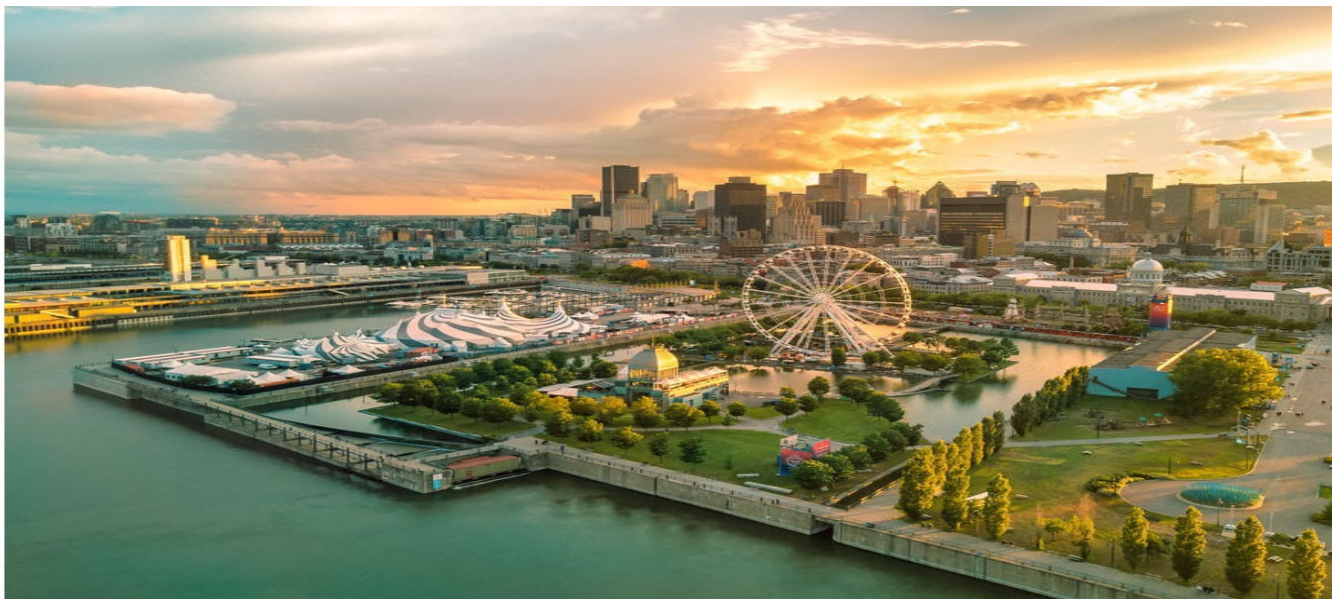




# 2023 MBNCanada NATIONAL FORUM

Thursday April 27 & Friday, April 28,  
2023

DoubleTree by Hilton



Join us in beautiful Montreal, Quebec for the much anticipated 2023 MBNCanada National Forum.

Hear from keynote speakers Jennifer Barroll about creating boundaries for a balanced life; and Productivity and Performance expert Chris Bailey about how you think about productivity in the workplace and beyond.

Hear from municipal service area experts about how they have used data to improve services for their communities, and how partner municipalities are leveraging data to inform strategic planning.

## KEYNOTE SPEAKERS

### **Jennifer Barroll**

#### **Corporate Leadership and Communications Consultant**

Jennifer Barroll is a passionate communicator. With a background as an actor, media personality, and stand-up comedian, she uses her quick wit and energetic personality to deliver practical leadership training and communication tools. Having worked with some of the biggest brands, including Nascar, Red Bull, and McDonalds, Barroll's engaging storytelling and practical lessons empower leaders, teams, and individuals to learn, grow, and evolve in order to reach their full potential.

### **Chris Bailey**

#### **Productivity and Performance Expert | Bestselling Author, *Hyperfocus* and *The Productivity Project***

Chris Bailey provides audiences with practical and tactical advice for becoming more productive. Called "the most productive man you'd ever hope to meet" by TED Talks, a "productivity mastermind" by *Fast Company*, "a quirky and energetic guide through the productivity thicket" by the *Harvard Business Review*, and an "all-around productivity guru" by *Wired Magazine*, Bailey will transform how you and your audience think about productivity in the workplace and beyond.



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## **CITY OF WINNIPEG—COLIN STEWART, CORPORATE SERVICES**

### **Inconceivable – or how ‘Lessons Learned’ does not mean what you think it means**

As organizations have emerged from the Coronavirus pandemic, or responded to other significant events, part of the response often includes a statement that “lessons have been learned”. However, simply stating that a lesson has been learned does not make it so. Drawing on his military experience and through the use of a simple, everyday example, Colin will outline how ‘Lessons Learned’ is a process rather than a one-time event and demonstrate how it works. Through this examination of the process, attendees will gain an understanding of the Lessons Learned process and how performance measurement data can aid in the use of the process at the organizational level.

## **ENVISION IT—PETER CARSON**

### **MBNCanada Data and Collaboration Portal: Modernizing Data Collection and Reporting**

MBN Canada engaged Envision IT in the winter of 2022 to deliver a new portal to modernize the data collection and reporting for member municipalities. A Microsoft 365 based approach was developed and rolled out in phases throughout 2022 and 2023.

This session is an overview of the new solution, and what it means to the member municipalities.

#### **Updated Portal**

- Overview
- Security matrix process
- Power BI dashboards and reports
- Committee and meeting pages
- Data Dictionary

#### **Data extract and analysis options**

- Power BI
- Excel

## **CITY OF REGINA— NEEROJ SAROJ, SR. ENGINEER & PROJECT MANAGER, ROADWAYS AND TRANSPORTATION**

This presentation provides an overview of how City of Regina is trying to overcome the operational and sustainability challenges associated with the management of their 24x7 snow storage operation during entire winter season. This includes adopting innovative technology to gather site user data, successfully implementing a cost recovery initiative in consultation with affected stakeholders and regularly educating and engaging with the snow hauling contractors and their staff (effective communication).

## **MUNICIPAL INFORMATION SYSTEMS ASSOCIATION (CANADA) - BIANCA TOMAZELI**

### **Accelerating Municipal Digital Innovation with Open Source Solutions**

Digital transformation is challenging all public organizations. Cities, in particular, are being pushed to improve the efficiency of public services and provide safer and healthier environments for their citizens.

Consequently, cities are facing the reality of balancing the cost to support legacy systems

and the need for investments on innovation and new technologies.

## **MBNCANADA PROGRAM OFFICE**

### **Data Literacy Fundamentals—Understanding the power and value of data**

Are you just getting started with data and want to feel more confident in your understanding of what data is, what it isn't, and what it's used for.



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## **CITY OF CALGARY—WILLEM VAN DER MERWE AND CHRISTY SCHAEFER, FLEET SERVICES**

### **The City of Calgary's Idling Reduction Program**

Since 2021, The City of Calgary has actively embarked on an idling reduction initiative. This has been accomplished by leveraging data from telematic technologies to improve operator behavior through enhanced reporting, accountability practices and targeted training. This ongoing project has delivered many benefits, including substantial savings on fuel costs and greenhouse gas (GHG) emissions. In this presentation, we look at how Calgary measures idling reduction successes, lessons learned, and explain how data from technologies such as telematics allows Calgary to monitor vehicle and equipment idling times and fuel-efficient driving practices. This data is used to create various automated green driving reports, as well as a green driving dashboard for use by all City business units. The dashboard has been designed to track actual idling time, as well as savings achieved on idling hours, GHG emissions and fuel costs, from a City-wide level down to each unit. The dashboard, augmented with telematics data on various types of harsh driving events such as speeding, presents new possibilities towards greener driving and reduced operating costs. This helps to inform strategic decisions and support a data-driven behavioral shift on idling.

## **CITY OF MONTREAL FIRE SERVICES—DAVE WATERHOUSE, ASSISTANT CHIEF**

### **The Economic Impact and Social Benefits of a Fire Department**

Using masses of data, a methodology has been developed to calculate and shed the light on how Fire Departments have a big economic impact in their communities by saving lives, preserving buildings, and preventing job losses. The two main areas of activities of a Fire Department, operations (fire suppression and emergency medical services) and prevention have been considered to give an economic angle at their data. Through different organisations serving as case studies, the proposed outcome is presented as a ROI (Return on Investment) metric, which is an innovative way to show how Fire Departments are active contributors in local and provincial economies.

## **TORONTO PUBLIC LIBRARY—SEPIDEH MCKENSY, SENIOR SERVICES SPECIALIST (LIBRARY IMPACT ONTARIO AND DATA SOLUTIONS) AND LAURAL RAINE, STRATEGIC PLANNING MANAGER**

### **Public Library Technology Outcomes Through Impact Measurement**

Library Impact Ontario (formerly known as the Bridge Project) is a collective of Ontario public libraries in Canada that use data analytics, relevant resources and advocacy to help demonstrate the impact library digital services have on communities. Led by TPL, an industry leader in digital inclusion and equity, Library Impact Ontario offers a suite of services that helps public libraries gain valuable insights and confidence through data. Bridge Toolkit is one of the service offerings that provides libraries with an innovative, automated and practical data solution platform. Bridge empowers libraries by collecting, assessing and visualizing technology data. Combined with MBN Canada's public library performance measurement, data is empowering public libraries by streamlining workflow while enhancing business processes and decisions.

- ◆ Learn how performance measurement and data solutions can advance service improvements and demonstrate impact for continuous growth and data-driven decision support.
- ◆ Explore the power of standardized collective comparable data for advocacy and accountability in reporting requirements, with implications for meeting strategic priorities and securing sustainable funding.
- ◆ Explore the Library Impact Ontario 2021/2022 Final Report that highlights public library technology outcomes and public libraries' pivotal role in pandemic recovery.

## **LES OISEAUX DU PARADIS —ELSIE MORIN, ARTISTIC DIRECTOR**

### **Using Determination to Fuel Your Dreams**

This special presentation and workshop by Elsie Morin of Les Oiseaux du Paradis will both entertain and encourage you to use your passion and recognize your dreams.



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## FORUM DETAILS

### Wednesday, April 26, 2023

- ◆ Hospitality Suite (Evening)

### Friday, April 28, 2023 (8:00 am—3:00 pm)

- ◆ Plenary and Networking Sessions
- ◆ Breakfast, Morning Refreshment Break and Lunch

### Thursday, April 27, 2023 (8:00 am—4:00 pm)

- ◆ Plenary and Networking Sessions
- ◆ Breakfast, Lunch and Refreshment Breaks
- ◆ Networking Reception - immediately following program

### Extras

- ◆ Welcome Gift and Door Prizes
- ◆ Electronic copy of presentation files
- ◆ NB: Only files made available for sharing will be provided.

## FORUM PRICING

### In-Person Registration - Ends April 14, 2023

- ◆ Two-Day (Thursday **AND** Friday)
- ◆ One-Day (Thursday **OR** Friday)

Click [here](#) to be directed to the registration link.

\$499.00 plus applicable taxes and fees

\$349.00 plus applicable taxes and fees

### Virtual Registration - Ends April 21, 2023

- ◆ Two-Day (Thursday **AND** Friday)
- ◆ One-Day (Thursday **OR** Friday)

*Please note that a discount code for \$50 off virtual registration will be provided to your municipal lead after FIVE two-day in-person registrations have been received.*

\$349.00 plus applicable taxes and fees

\$299.00 plus applicable taxes and fees

## ACCOMMODATIONS / RESERVATIONS

This newly renovated hotel is connected to the shops and restaurants of [Complex Desjardins](#) with underground access to the Montreal Convention Centre and two metro stations. [Place Des Arts](#) is around the corner and is a kilometer from [Old Montreal](#). Enjoy the spa, indoor pool, fitness center, and a warm DoubleTree welcome cookie on arrival.

Rooms from \$219 plus applicable taxes and fees per night. [CLICK HERE](#) to book your room. IMPORTANT: Rooms must be booked by March 31, 2023 to receive the reduced event rate.

## TRAVEL DISCOUNTS

For details about travel discounts, please contact Patti Tomalin—see below.

For more information please contact:  
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Telephone: 905-973-2027

