



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.



Municipal Benchmarking
Network Canada

Réseau d'étalonnage
municipal du Canada

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— NEERAJ SAROJ, SR. ENGINEER & PROJECT MANAGER, ROADWAYS AND TRANSPORTATION

Case Study: Creating Sustainable Snow Storage Operation Through Cost Recovery in Regina

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.

TORONTO PUBLIC LIBRARY—SEPIDEH MCKENSY, SENIOR SERVICES SPECIALIST (LIBRARY IMPACT ONTARIO AND DATA SOLUTIONS) AND LAURAL REINE, 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.



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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.

NATURAL RESOURCES CANADA—KEVIN BOURQUE, SENIOR ENGINEER, ENERGY EFFICIENCY AND TECHNOLOGY SECTOR

RETScreen Technology

Kevin has worked with many municipalities across the country in several capacities, including helping them manage their energy consumption for fleets and facilities. Many municipalities have applied for the Green and Inclusive Community Buildings grant administered by Infrastructure Canada; Kevin's team works with municipalities in helping them with their energy and GHG models, and serve as expert technical validators on behalf of Infrastructure Canada.



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LES OISEAUX DU PARADIS –ELSIE MORIN, ARTISTIC DIRECTOR

Using Determination to Fuel Your Dreams

Elsie Morin holds a Bachelor's degree in Physical Education and a Certificate in Dance from the University of Montreal. For more than 10 years, she taught languages in primary and secondary schools. She continued to fuel her passion for dance by training, teaching, choreographing, and leading her own dance troupe. It was during her maternity leave, in 1999, that she met Mathieu Roy, ex-Cirque du Soleil artist who convinced her to form a duo on the rotating mast, an innovative device unique in the world. With more than 800 shows presented in 22 countries in the past 20 years, she now shares with her audience her story. She wants to inspire and motivate people around her! Rich in her experiences, strong in her challenges over the years, Elsie Morin shares her creative and motivating momentum during conferences! Attending her conferences is an extraordinary experience. "Thank you, that's the trigger I needed!" is the most frequently expressed reaction. This special presentation and workshop will both entertain and encourage you to use your passion and recognize your dreams.

OPTIONAL ACTIVITY: WEDNESDAY, APRIL 26 AT 6PM

The Montreal metro : evolving architectural heritage

The Montreal metro is a veritable art gallery, recognized worldwide. From its construction in the early 1960s, its designers wanted to give it a unique character by entrusting the construction of the stations to several architects. Since then, Montrealers have enjoyed unique stations, all different from each other and counting, for the most part, on the presence of works of art.

One of the current challenges for the STM (Société de Transport) is to rethink these stations, particularly during accessibility work for the integration of elevators. It is then a question of respecting, or on the contrary of remodeling the original architecture of the station, while offering an even greater place to public art when conditions allow it.

We invite you on a one-hour walking and metro tour to visit some of our newly renovated stations to learn more about our thinking in terms of art and architecture.

Please note that this activity is available to a maximum of 25 delegates, on a first come, first-served basis. There is no charge, and a Metro pass will be provided for your use during the tour. Please contact Patti Tomalin at patti.tomalin@mbncanada.ca to register, or if you have any questions.

FORUM DETAILS

Wednesday, April 26, 2023

- ◆ Optional Activity: The Montreal metro: evolving architectural heritage (see previous page for details)
- ◆ Hospitality Suite (Evening)

Friday, April 28, 2023 (8:00 am—4:00 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

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) \$499.00 plus applicable taxes and fees
- ◆ One-Day (Thursday **OR** Friday) \$349.00 plus applicable taxes and fees

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

Virtual Registration - Ends April 21, 2023

- ◆ Two-Day (Thursday **AND** Friday) \$349.00 plus applicable taxes and fees
- ◆ One-Day (Thursday **OR** Friday) \$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 using the provided link 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:
Patti Tomalin, MBNCanada Program Manager
Email: patti.tomalin@mbncanada.ca
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