

City of Toronto: Web 2.0 Summit Moving Towards Government 2.0

In recent years, governments have embraced “citizen-centric” approaches to service delivery and emphasized inter-agency collaboration. Some governments have even extended new roles to citizens, community-based organizations, and private businesses in a bid to lower costs, harness new competencies, and leverage untapped sources of innovation.

This event will provide an opportunity to:

- Discuss with committed practitioners the potential of Web 2.0 for public services
- Listen to the key messages about Web 2.0 and Government 2.0 that promote new ways of engagement with public services
- Understand new ways that elected representatives and Councillors can engage with communities
- Debate with industry, government and business colleagues on ways in which web-based services models might be transformed with new collaboration tools
- Share experiences about opportunities and challenges in the public sector using social media

Wednesday, November 26, 2008

8:00 - 8:30	Opening Reception – Coffee and Tea
8:30 - 8:45	Welcoming Remarks – Joseph Pennachetti, City Manager Sue Corke, Deputy City Manager and Dave Wallace, Chief Information Officer
8:45 - 9:45	<p>Keynote Speaker – Anthony Williams Vice President, nGenera, co-author with Don Tapscott of <i>Wikinomics</i></p> <p>Anthony will engage the audience in a lively discussion of Web 2.0 and the opportunities and challenges for government agencies across Canada in embracing citizen-centric approaches to service delivery, communication and engagement.</p>
9:45 - 10:30	<p>Councillor perspectives: Understanding what today’s citizens expect of government</p> <p>Join a panel discussion with City Councillors to look at how the City of Toronto can harness new models of web-based collaboration to explore how it engages its citizens and serves constituents.</p> <p>Chair: David Hume, MASS LBP</p> <ul style="list-style-type: none"> • Panel Members of Toronto City Council • Councillor Mike Del Grande • Councillor Peter Milczyn • Councillor Ron Moeser
10:30 - 10:45	Coffee Break
10:45 - 12:00	<p>Web 2.0 : Understanding what today’s Net Generation and global youth really expect of government, how they will behave as citizens and consumers of public services, and how government as an employer can attract and retain young talent</p> <p>Chair: Eric Meerkamper, Partner, DECODE</p> <p>Panel: Dominic Bortolussi, CEO, The Working Group Colin Chan, Web Specialist, e-Government Branch, Government of Ontario</p>

Sacha Chua, Enterprise 2.0 Consultant, IBM Canada
 Melissa Lackan, Student, Centennial College
 Derek Matthew, Web Developer, City of Toronto
 Anil Patel, Founder, Timeraiser.ca

12:00 – 1:00

LUNCHEON

Keynote Speaker: Mark Surman, Executive Director, Mozilla Foundation
 "Building a city that thinks like the web: lessons from Mozilla"

1:00 - 2:00

Web 2.0 from the City program management perspective: Exploring opportunities that Web 2.0 can help address in program delivery and improving public service

Chair: Maryantonett Flumian, Senior Fellow, University of Ottawa

Panel: Richard Butts, Deputy City Manager

John Elvidge, Director Secretariat, City of Toronto, City Clerk's Office

Linda Hazzan, Director Marketing & Communication, Toronto Public Library

Judy Morgan, Director, City of Toronto Economic Development, Culture & Tourism

Brenda Patterson, General Manager, City of Toronto Parks, Forestry & Recreation Division

Rick Powers, Statistical and Research Consultant, City of Toronto Children's Services

2:00 - 3:00

City of Toronto in the global scene: Understanding how the City of Toronto can harness social networking and Web 2.0 collaboration tools to increase its global competitiveness and economic development agenda

Chair: Christine Raissis, Director, Strategic Growth and Sector Services, City of Toronto Economic Development, Culture & Tourism Division

Panel: Sabrina Kandasamy, Director, Online Marketing, Tourism Toronto

Steve Mast, VP, Managing Director, Delvinia Interactive

Tim Shore, Founder, BlogTo

Kevin Von Appen, Associate Director, Digital Media & Publications, Ontario Science Centre

Michael Williams, Senior VP, Investment Attraction, Toronto Region Research Alliance

Ron Babin, Director, Ted Rogers School of IT Management, Ryerson University

3:00 - 3:15

Coffee Break

3:15 - 4:45

Citizens and communities of Toronto: Understanding what Toronto's citizens and communities expect of their government, how Government 2.0 can enable them to provide their views to their government, and how the City can effectively access its citizens and communities

Chair: Gary Schlee, Former Faculty of Centennial College

Panel: Martin Cleaver, Wiki Consultant, Blended Perspectives Inc.

Saul Colt, Head of Magic, Freshbooks

Robert Hilts, Glass Artist, Junction Residents Association

Maura Lawless, Executive Director, 519 Community Centre

Louis Marrone, President, Junction Residents Association

Chris McCreery, Manager, Lifestyle Information Network

Margaret Szots, Chair, Toronto Professional Network

Geoff Whitlock, President, Lifecapture Interactive

Thursday, November 27, 2008

8:00 - 8:15	Coffee and Tea
8:15 - 8:30	Recap from Day 1: Observations, insights and findings – Dave Wallace, CIO, City of Toronto
8:30 - 9:20	<p>Toronto Public Library experience</p> <p>Using Web 2.0 to foster online community interest and staff creativity to engage community, youth and special interest groups. Elizabeth Glass, Manager of Planning and Development, Toronto Public Library</p> <p>City of Toronto – Facebook as a civic engagement tool</p> <p>Blogs, online feedback and social networking are ubiquitous. Most newspapers now have an online comment section, while more and more people are opening up Facebook accounts and using blogs to express their views. How do these contribute to civic dialogue?</p> <p>The City of Toronto Public Consultation Unit is using Facebook as one of several engagement tools for the Jarvis Streetscape Improvement Environmental Assessment. Join Robert Davis and Matthew Cowley in their discussion of other feedback mechanisms as compared to Facebook, how Facebook is used in civic engagement, evaluation of the Jarvis Street Facebook group page, how it is being used to support civic dialogue, and plans for Facebook use on upcoming projects.</p>
9:30 - 11:00	<p>Building a Next Generation Public Service Social networks for Federal Government</p> <p>Ken Cochrane, Chief Information Officer for the Government of Canada, presents the Government of Canada's experience in social networking application.</p> <p>NRCan's Collaborative Technology Revolution</p> <p>This presentation is a case study of NRCan's journey into the world of Government 2.0 and will demonstrate collaborative technology as a key enabler to preserving, sharing, integrating and leveraging our most valuable asset: knowledge.</p> <p>Marj Akerley, Chief Information Officer, Information Management Branch, Natural Resources Canada Peter Cowan, Director, Enterprise Information Management, Natural Resources Canada</p> <p>Ontario Government experience</p> <p>Eion Gomes presents an example of Government 2.0 in an award winning project that creates an OPS virtual presence in Second Life, allowing for potential career-seekers to find information, testimonials and simulations on real world jobs via the virtual world. This presentation will highlight what a Next Gen public sector organization might look like.</p> <p>David Tallan presents the new OPS collaboration space for the web community called ONline. ONline features blogs, wikis, social bookmarking, tag clouds, RSS feeds, podcasts and a variety of other emerging web technologies.</p>
11:00 - 11:10	Coffee Break

11:10 - 12:30

Industry experience

**Using collaboration tools to connect and strengthen relationships with customers
Microsoft Canada**

Microsoft Canada has been a pioneer in implementing collaboration tools to connect with its community. Join Microsoft experts to hear how Microsoft's evangelists use collaboration tools and social media to keep the conversation going, what their blogging best practices are and how to manage the challenges that might arise.

John Weigelt, National Technology Officer
Omar Rashid, Government Industry Manager

RIM Canada

Join Nick Dawson, Manager, Public Sector, Research In Motion, in exploring their new technology vision for Web 2.0 and opportunities to consider for social media use in the public sector.

12:30 - 1:15

LUNCHEON

1:15 - 2:00

Moving Government 2.0 forward for Toronto: A case for action

Today the power of inclusion is recognized worldwide. In government and business, local democracy, associations and interest groups, communities and enterprises, people who work together better, get better results. Web 2.0 technology enables people who want to consult or collaborate with others to do so quickly, economically and without unnecessary barriers. The issue is: how does government move from broadcast communications to empowerment without introducing chaos:

- What are the opportunities and ideas for the City of Toronto to leverage these new tools?
- What is the business case and how easy is it to get agreement?
- What benefits can be realized by the City and the citizen?
- What's next for the City's website and what can users expect?
- What are the barriers and limitations to development of a Government 2.0 strategy?
- What are the measurements and metrics to consider in the development of a Government 2.0 proposal for Toronto?
- How best could the City develop a Government 2.0 strategy with quick wins to demonstrate the value of Web 2.0?

Co-Chairs: Sue Corke, Deputy City Manager
Dave Wallace, City of Toronto Chief Information Officer

Panel: Ken Cochrane, Chief Information Officer, Government of Canada
John Elvidge, Director Secretariat, City Clerk's Office
Maryantonett Flumian, Senior Fellow, University of Ottawa
Judy Morgan, Director, City of Toronto Economic Development, Culture and Tourism
Jane Pyper, City Librarian, Toronto Public Library
Anthony Williams, Vice President, nGenera

2:00 - 2:45

Participant Discussion and Report

2:45 - 3:00

**Summary – Dave Wallace, Chief Information Officer
Closing Remarks – Sue Corke, Deputy City Manager**