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HEAR FROM EXPERIENCED LEADERS



**Meera Paleja**  
Behavioural Scientist  
**TREASURY BOARD OF ONTARIO**



**Tara Mulrooney**  
Chief Information Officer  
**ALBERTA ENERGY REGULATOR**



**Jesse Coleman**  
Team Lead, Big Data Innovation  
**CITY OF TORONTO**



**David Goodis**, Assistant  
Commissioner, **INFORMATION AND  
PRIVACY COMMISSIONER (ONTARIO)**



**Dorothy Eng**, Director, Partnerships,  
**CODE FOR CANADA**



**James Capotosto**, Chief Economist,  
Ministry of Justice, Corrections  
and Policing, **GOVERNMENT OF  
SASKATCHEWAN**



**Saad Rais**, Lead Data Scientist,  
**ONTARIO MINISTRY OF HEALTH AND  
LONG-TERM CARE**



**David Weinkauff**, Senior Policy and  
Tech Advisor, **INFORMATION AND  
PRIVACY COMMISSIONER (ONTARIO)**



**Blair Dimock**, Vice-President,  
Partnerships and Knowledge,  
**ONTARIO TRILLIUM FOUNDATION**



**Ben McNamee**, Director,  
Measurement, Evaluation, and  
Business Intelligence,  
**ONTARIO TRILLIUM FOUNDATION**



**Justin Findlay**  
Manager, Technology Investment  
**CITY OF EDMONTON**



**Peter Chu**, Data Scientist,  
Data, Analytics and Visualization  
Services Branch Corporate Services,  
**REGIONAL MUNICIPALITY OF YORK**



**Christos Sarakinos**,  
Manager, Digital Technologies,  
**NATIONAL RESEARCH COUNCIL OF  
CANADA**

# **& BIG DATA Analytics** for the Public Sector

**May 29 – 30, 2018 • Toronto, ON**

**SPECIAL OPENING ADDRESS:**

**Anil Arora, Chief Statistician of Canada**

Anil Arora was appointed in September 2016. He has led significant transformational initiatives throughout his career, with experience and partnerships spanning all three levels of government, the private sector and international organizations, including the UN and the OECD.



Advance your knowledge in government-utilized predictive analytics, data visualization and artificial intelligence

- Address the challenges in cross-jurisdictional data sharing
- Hear the latest in tools to enhance data-driven decisions
- Implement business information analysis to public service programs
- Protect privacy while meeting your objectives
- Explore how to incorporate blockchain in the way government functions today
- Procurement to support improved data sharing
- Discuss the enthusiasm behind visualization and identify where data visualization can be adopted
- Examine value creation for transactions, assets, contracts, voting, compliance, identity management, supply chain traceability, healthcare, and taxation
- Hear case studies from Canada, the U.S., all levels of government, and various spheres for application
- Learn what artificial intelligence means for big data
- Explore the implications for big data and behavioral science on policy-making
- Get tips for going beyond predictive data and into predictive maintenance

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# Big Data & Analytics for the Public Sector

May 29 – 30, 2018 • Toronto, Ontario

## CONFIRMED SPEAKERS FOR 2018 INCLUDE:



### **Anil Arora, Chief Statistician of Canada**

Anil Arora has led significant transformational initiatives throughout his career, with experience and partnerships spanning all three levels of government, the private sector and international organizations, including the UN and the OECD. He has led projects on high-profile policy issues, legislative and regulatory reform, and overseen large national programs. In 2000, he became Director of Census Management Office and subsequently the Director General responsible for all aspects of the 2006 Census. In this role, Anil led the most comprehensive redesign of the Program, including the introduction of an online questionnaire. Following the successful delivery of the 2006 Census he became the Assistant Chief Statistician of Social, Health and Labour Statistics from 2008 to 2010.



### **James Capotosto, Chief Economist, Ministry of Corrections and Policing, Government of Saskatchewan**

James Capotosto leads a team to deliver economic counsel to stakeholders and pursues multi-disciplinary partnerships with local, provincial, national and international agencies as well as private enterprises, not-for-profit entities, and philanthropic organizations. In prior roles with the Council of Canadian Academies and Saskatchewan Ministry of Social Services, James provided advice to government and industry stakeholders, founded information sharing collaborations to expand knowledge and draw insight from data, and spearheaded the formation of analytics units to advance evidence-informed decision making.



### **Jesse Coleman, Team Lead, Big Data Innovation, City of Toronto**

Jesse Coleman leads the Big Data Innovation Team in the City of Toronto's Transportation Services Division. The team was created in 2015 with the mission of leveraging emerging transportation datasets together with existing City data to develop a new understanding of transportation issues across all modes in the City. As the leader of the team, Jesse's role has been to build a modern data science team within government from the ground up to be able to conduct practical analyses of transportation data sets that measure the impact and benefits of the City's policies and projects.



### **Blair Dimock, Vice-President, Partnerships and Knowledge, Ontario Trillium Foundation**

Blair Dimock leads the Foundation's strategies for partnerships with other key stakeholders, customized provincial granting programs like the Youth Opportunities Fund and the Local Poverty Reduction Fund, and the procurement and delivery of services to address the capacity building needs of Ontario's public benefit sector. Blair is also responsible for the Foundation's knowledge mobilization strategies. Prior to joining OTF in 2006 as Director of Research, Evaluation and Knowledge Management, Blair was Director of Strategic Planning and Research at TVOntario, served as Research and Partnership Coordinator with the Ontario Premier's Council, and was a Lecturer in International Politics at Trent University, the University of Toronto and the University of Waterloo.



### **Dorothy Eng, Director, Partnerships, Code for Canada**

Dorothy Eng is passionate about using technology and design to directly impact everyday people's lives and transform government from the inside out. As Director of Partnerships at Code for Canada, Dorothy helps governments create cultural and structural change via the Code for Canada fellowship program -- which connects governments with Canada's tech talent to build great services for the public and digital capacity within government teams.



### **Justin Findlay, Manager, Technology Investment, City of Edmonton**

Justin Findlay manages transformational projects for the City by providing leadership to align people, processes and technology. Recently he completed the first Canadian pilot project with What Works Cities, laying the groundwork for strong city-wide data governance practices as well as continuing to increase capacity in data literacy and data-driven decision-making. His day-to-day role is managing technology investments for the City. Prior to the City, he worked in the provincial government and private sector on business intelligence projects, analytical projects and special projects for leadership teams.



### **David Goodis, Assistant Commissioner, Information and Privacy Commissioner of Ontario**

David Goodis is a graduate of Western University's law school, and was called to the Ontario Bar in 1988. David has represented the IPC in hearings before the Divisional Court, the Ontario Court of Appeal, and the Supreme Court of Canada. He previously held the positions of Director of Legal Services and Senior Adjudicator with the IPC. He also worked with the Privacy Committee of New South Wales in Sydney, Australia. David recently co-authored the 2017 Annotated Ontario Freedom of Information and Protection of Privacy Acts, and teaches administrative law at the University of Toronto and Osgoode Hall.



### **Ben McNamee, Director of Measurement, Evaluation, and Business Intelligence, Ontario Trillium Foundation**

Ben McNamee oversees the Foundation's Business Intelligence, Impact Measurement, program evaluation, and Open Data strategies. He was previously an Impact Measurement and Evaluation Analyst, working to evaluate the impact of individual OTF grantees and the organization's whole Investment Strategy. He has played a vital role in the data analytics team at OTF, helping to lead the Balanced Scorecard implementation and the Open Data project. Prior to joining OTF, he worked as an Impact Analyst with Charity Intelligence, undertaking over 50 social impact evaluations of Canadian charities.



### **Tara Mulrooney, Chief Information Officer, Alberta Energy Regulator**

Tara Mulrooney began her career with the Alberta Energy Regulator (AER) in March 2011. In April 2013, Tara was promoted to chief technology officer of the Information Services Branch. She is responsible for the day-to-day operations of the branch and for developing the technology strategy and services to support the business strategy to enable the transformation of the AER and the Information Services Branch. Tara is currently leading a transformational program at the AER to rebuild technology capabilities to support an agile regulatory environment. The AER is moving away from a highly customized .Net development shop to leveraging SOA and core technologies to support the regulatory processes of authorizations, compliance assurance, field surveillance, closure, and reclamation.



### **Meera Paleja, Behavioural Scientist, Treasury Board of Ontario**

Prior to her role at the Government of Ontario, Meera was a Senior Associate at BEworks, a management consulting firm that applies behavioural science to organizational challenges. She completed her PhD in 2012 and her Postdoctoral Fellowship at McGill University in 2015, where she specialized in Cognitive Neuroscience, studying brain networks involved in human memory.



### **Christos Sarakinos, Manager, Digital Technologies, National Research Council of Canada**

Christos Sarakinos has 20 years of progressive experience in high-tech industry, focused on strategic marketing and sales management of disruptive technologies. He has been with the National Research Council Canada in 2014, where he leads strategic partnerships and planning at the Data Analytics Centre.



### **David Weinkauff, Senior Policy and Tech Advisor, Information and Privacy Commissioner of Ontario**

David Weinkauff is the principal author of several IPC publications, including the IPC's Big Data Guidelines, De-identification Guidelines for Structured Data and the Technology Fact Sheet Protecting Against Ransomware. Prior to joining the IPC in 2013, David worked as a Software Engineer at a research centre at the University of Toronto, where he designed and developed software for people with disabilities. He holds a BSc in Computer Science and a PhD in Philosophy. His IPC publication De-identification Guidelines for Structured Data won the 2017 International Conference of Data Protection and Privacy Commissioners' Global Privacy and Data Protection Award for excellence in research.

# Big Data & Analytics for the Public Sector

May 29 – 30, 2018 • Toronto, Ontario

## DAY ONE PROGRAM AGENDA: TUESDAY, MAY 29, 2018

8:00 – 9:00

Continental Breakfast

9:00 – 9:10

### Welcome and Opening Remarks from the Chair

*James Capotosto, Chief Economist, Ministry of Corrections and Policing, Government of Saskatchewan*

9:10 – 10:00

OPENING KEYNOTE

### Modernization: From Data to Insights — 100 Years and Counting

*Anil Arora, Chief Statistician of Canada*

- History with data
- Drivers and possibilities
- Fundamental trade-offs: stretched out into the future
- How Statistics Canada is responding to these challenges
- Examples of projects: how insights are translating into better policy-making (cannabis data, housing data, etc.)
- Big data and the current interplay jurisdictional boundaries
- Collaborations driving value

10:00 – 10:20

Networking Break



10:20 – 11:10

CASE STUDY

### Data Analytics and Outcomes at the Alberta Energy Regulator

*Tara Mulrooney, Chief Information Officer, Alberta Energy Regulator*

- Digital and technology transformation
- Global enterprise architecture
- Assess business rules within policy/regulations
- Using spatial and analytical functionality embedded in our one-stop solution

11:10 – 12:00

### Applying Data to Policing, Crime, Community Safety and Planning in Saskatchewan

*James Capotosto, Chief Economist, Ministry of Corrections and Policing, Government of Saskatchewan*

- Drawing insight and actionable intelligence from the vast quantities of information collected through public, private, and philanthropic agencies
- Opportunities and benefits associated with collaboration and data integration amongst agencies;
- Risks and mitigation techniques related to data integration; and
- Future of data-driven service delivery

12:00 – 1:10

Luncheon Break

1:10 – 2:00

CASE STUDY

### King Street Transit Pilot: Data Monitoring and Analytics Program

*Jesse Coleman, Team Lead, Big Data Innovation, City of Toronto*

- Improving transit reliability, speed, and capacity on the busiest surface transit route in the city: the King Street Transit Pilot (launched November 2017)
- Implementing a number of innovative data collection methods in order to provide regular reporting on the impact of the pilot on commuters, residents and businesses in downtown Toronto

- Focussing on an open source and open data models throughout the collection and reporting pipeline
- Importance of the role of in-house data science capability in government, and the type of transformation that can be achieved with this capability in place

2:00 – 2:50

### Data Integration for Public Sector Insights, Environics Analytics

*Rupen Seoni, Senior Vice-President and Practice Leader, Environics Analytics*

- Privacy-friendly integration techniques
- Combined insights from administrative data, surveys, demographics, mobile device usage and geography
- Case studies from Toronto Police Service and Voter Turnout from the 2014 Ontario Election

2:50 – 3:10

Networking Break



3:10 – 4:00

### Building Data Science Capacity in Healthcare Administration

*Saad Rais, Lead Data Scientist, Ontario Ministry of Health and Long-Term Care*

- Advancing patient and health system performance outcomes
- Exploring various applications of data science: informing the design of a case mix payment system
- Coordinating resources and stakeholders to stay on track
- Future projects

4:00 – 4:50

### Protecting Privacy while Conducting Big Data Analytics

*David Goodis, Assistant Commissioner, Information and Privacy Commissioner of Ontario*

*David Weinkauff, Senior Policy and Tech Advisor, Information and Privacy Commissioner of Ontario*

While big data can be an important tool, it raises a number of privacy and fairness concerns that need to be address by government institutions in order to prevent uses of personal information that may be unexpected, invasive, inaccurate or discriminatory.

- How Ontario privacy legislation both authorizes and limits big data practices
- Privacy considerations at each stage of a big data project
- Best practices for protecting personal information while using big dat

TORONTO, ONTARIO  
EVENT LOCATION: TORONTO, ONTARIO

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# Big Data & Analytics for the Public Sector

May 29 – 30, 2018 • Toronto, Ontario

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MAY 30, 2018

8:00 – 9:00

Continental Breakfast

9:00 – 9:10

### Opening Remarks from the Chair

*James Capotosto, Chief Economist, Ministry of Corrections and Policing, Government of Saskatchewan*

9:10 – 10:00

### The Intersection Between Big Data and Paying for Outcomes

*James Capotosto, Chief Economist, Ministry of Corrections and Policing, Government of Saskatchewan*

- Using data to improve well-being and achieve other sought after outcomes
- Effectively allocating resources from a value for money perspective and the viewpoints of multiple stakeholders
- Using data to inform the triple bottom line, i.e., expected returns as a function of cost avoidance, public revenue, and better outcomes
- What the dynamic between data and value will look like in the future

10:00 – 10:20

Networking Break



10:20 - 11:10

### The Evolving Data Team and Service Delivery at Regional Municipality of York

*Peter Chu Su, Data Scientist, Data, Analytics and Visualization Services Branch Corporate Services, Regional Municipality of York*

- Using data to improve well-being and achieve other sought after outcomes
- Effectively allocating resources from a value for money perspective and the viewpoints of multiple stakeholders
- Using data to inform the triple bottom line, i.e., expected returns as a function of cost avoidance, public revenue, and better outcomes
- What the dynamic between data and value will look like in the future

11:10 - 12:00

### Improving Public Policy with Behavioural Science

*Meera Paleja, Behavioural Scientist, Treasury Board of Ontario*

- Changing human behaviour is central to many public policy challenges
- Government will often utilize tools such as regulations and incentives to motivate behaviour change, and behavioural science offers new tools that can complement these traditional approaches
- Behavioural science takes into account the biases and heuristics that influence the choices people make, and uses the scientific method to generate evidence that tells us what works and what doesn't

12:00 – 1:10

Luncheon Break

1:10 – 2:00

### Using Data and Analytics to Drive Decision-Making at the City of Edmonton

*Justin Findlay, Manager, Technology Investment, City of Edmonton*

- Examining the ways in which the advancement of open government has allowed the City of Edmonton to be a global leader (and award winner) in releasing and using data to make decisions

- Using data and analytics to fight and prevent crime
- Using data and analytics to optimize turf maintenance (grass cutting)
- Showcasing your projects to the management level through a single portal
- Other case study examples and future projects

2:00 – 2:50

### Getting to Impact: An Outcomes-Based Granting Model for the Public Benefit Sector

*Blair Dimock, Vice-President, Partnerships and Knowledge, Ontario Trillium Foundation*

*Ben McNamee, Director, Measurement, Evaluation, and Business Intelligence, Ontario Trillium Foundation*

- Developing a new outcomes-based investment strategy
- Designing and implementing a simpler, more streamlined application process
- Introducing a more objective, data-driven decision making model
- Embedding a robust data model to capture the results of its grantees' work
- New business intelligence tools and techniques to enable evidence-based decision making and enhance its reporting on the overall impact of its investments
- Adopted a "digital first, open by default" approach to support an evidence-based approach in the nonprofit sector

2:50 – 3:10

Networking Break



3:10 – 4:00

### Projects Update: National Research Council of Canada's Data Analytics Centre — Overview of Public Projects

*Christos Sarakinos, Manager, Digital Technologies, National Research Council of Canada*

- Machine Learning, an Approach to Artificial Intelligence
- Success Factors for Data Analytics Projects
- Data Analytics, Modelling and Prediction
- Overview of DAC Projects

4:00 – 4:50

### Making Government Services Simpler, Faster, and Easier to Use

*Dorothy Eng, Director, Partnerships, Code for Canada*

- Government services that are user-centered, iterative, and data driven are ones that meet residents' needs
- Code for Canada's Fellowship, which is a pilot for government teams to work in new ways and leverage new technologies
- Growing civic tech movement in Canada and how residents are helping local governments to address civic challenges using tech, data and design
- Attracting and retaining digital talent to the public sector
- Examples of projects where groups, like Code for Canada, are helping governments to user-centered, data-driven services
- How you can plug your team into the work that Code for Canada is doing around civic technology and better public service delivery

# Big Data & Analytics for the Public Sector

May 29 – 30, 2018 • Toronto, Ontario

## WHO SHOULD ATTEND THIS EVENT

- CTOs and CIOs
- Managers and senior executives of analytics, business intelligence and IT
- Information analysts, data analysts and data scientists
- Business intelligence analysts and marketing analytics specialists
- Directors of information management
- IT auditors, performance auditors and audit managers
- Program and project managers with analytics and BI responsibilities
- Architects, designers, and developers of analytics systems
- Big Data researchers
- Analytics and business intelligence consultants

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## LOCATION:

*Big Data and Analytics for the Public Sector* will be held at a convenient downtown location in Toronto which could include the Novotel Toronto Centre or the Hilton Garden Inn Toronto Downtown. Detailed venue information will be forthcoming as it becomes available.

## YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

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