Program Guide
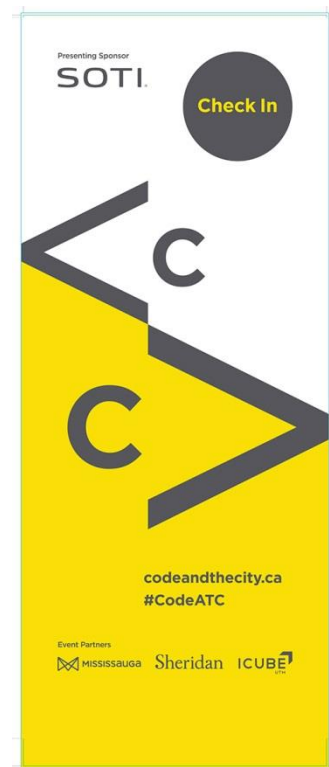
Table of Contents

General Information

Check-in Desk
Location: Ground floor (by Randy A Pilon & Family room)
Hours: 8:00 AM – 8:00 PM

The check-in desk will provide general information and assistance throughout the event.

Speed-pitch appointment bookings are also completed at the check-in desk. Please book your speed-pitch appointment ASAP to secure your desired time. Appointment times are based upon availability.

Code of Conduct

Code & the City is a public event which welcomes participation and input from all members of the community regardless of gender, age, sexual orientation, ethnicity, religion, ability and/or socioeconomic status. We are committed to enforcing these principles and ensuring the environment is safe, friendly, and inviting.

We're gathering citizens to engage, discuss, learn, and create positive things with open data. In order to do so, the following code of conduct is expected from all participants and attendees.
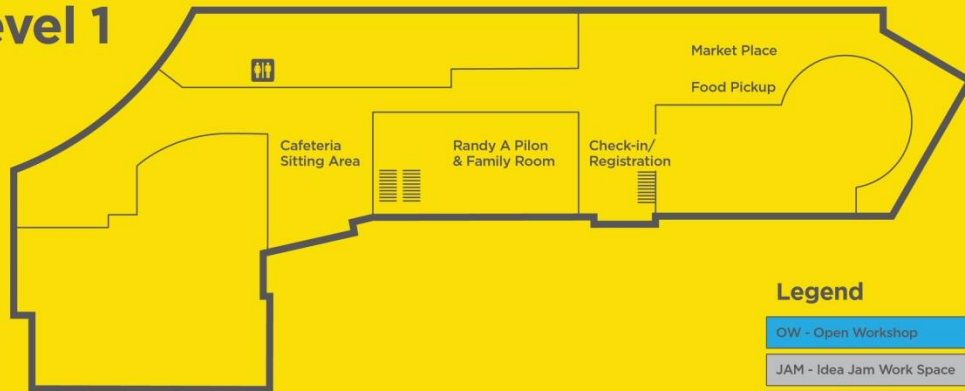
1. Be respectful. Everyone comes from different backgrounds and disciplines with ideas to share. Respect should be extended to all individuals whether your opinion differs or aligns. Harassment or harassing behaviour will not be tolerated.
2. Be punctual. Code & the City has a structured timeline of events. Use your time wisely to ensure your solution is ready for submission by the 6:00PM speed-pitch deadline.
3. Be professional. Professionalism can be extended through cooperation, language, and behaviour.
4. Be courteous to fellow participants, teams, mentors, and event staff. We are here to assist and facilitate a positive experience but, also professional.
5. Have fun! Open data is exactly that – data ready to be used and consumed by the public. Get creative and design something meaningful to Mississauga residents but important to you!

Schedule

Time	Activity	Location
8:00 AM – 9:00 AM	**Check-in, Breakfast**	Ground floor
9:00 AM – 10:00 AM	**Opening Remarks**	Ground floor (Randy A Pilon & Family)
10:00 AM	**Idea Jam begins!**	
11:00 AM – 1:00 PM	**Marketplace**	Ground floor
12:00 PM	**Lunch available!**	**Ground floor**
1:00 PM – 6:00 PM	**Mentor HQ** (mentors available to assist and provide guidance)	3rd floor (Room A342)
1:30 PM – 3:30 PM	**Open Workshops**	3rd floor OW-1 (Room A333) OW-2 (Room A345) OW-3 (Room A347)
5:00 PM	**Dinner available**	**Ground floor**
6:00 PM	**Speed Pitch** appointments begin! You've got 3 minutes!	3rd floor SP-1 (Room A362) SP-2 (Room A366)
7:00 PM – 7:30 PM	**Quick Break**	Ground floor (Randy A Pilon & Family)
7:30 PM – 8:00 PM	**Top 3 Presentations** We'll announce the top 3 teams or individuals at this time. If selected, you will have 10 minutes to present to the Judges and tell everyone about your Idea Jam solution!	Ground floor (Randy A Pilon & Family)
8:00 PM – 8:10 PM	**Quick Break** (Judges deliberate and choose the Idea Jam winners)	Ground floor (Randy A Pilon & Family)
8:10 PM – 8:30 PM	**Awards Ceremony and Closing Remarks**	Ground floor (Randy A Pilon & Family)

Map

Level 1

- Market Place
- Food Pickup
- Cafeteria Sitting Area
- Randy A Pilon & Family Room
- Check-in/ Registration

Legend

- OW - Open Workshop
- JAM - Idea Jam Work Space
- MHQ - Mentor HQ
- SP - Speed Pitch Room

Level 3

- MHQ A342
- JAM A346
- JAM A351
- JAM A355
- JAM A361
- SP-1 A362
- JAM A349
- OW-1 A333
- OW-2 A345
- OW-3 A347
- JAM A365
- SP-2 A366
- JAM A302

Speaker Bios

Shawn Slack, MBA Director of Information Technology and Chief Information Officer

Shawn Slack is the Director of Information Technology and Chief Information Officer for the City of Mississauga.

Early in his career with the City of Mississauga, he led the vision and plan to provide all City services online. He also oversaw the implementation of the City's first Customer Service Strategy which transformed customer service across all channels including internet, phone and counters as well as the implementation of 311.

Currently, Shawn is engaged in many great initiatives and projects guided by a renewed IT Master Planning process which focusses on Open and Accessible Government, Enabling Decisions through Research & Analytics, Creating a Connected & Engaged Workplace and Improving Services through Innovation & Partnerships

Mayor Bonnie Crombie

In 2014, Bonnie Crombie was elected Mayor of Mississauga. Prior to her election, Mayor Crombie served as the Ward 5 City Councillor, and previous to that, as Member of Parliament for Mississauga-Streetsville. Before entering public service, Mayor Crombie enjoyed a twenty-year career in business. Building regionally-integrated transit, igniting new economic development opportunities, and creating a more open, engaging and inclusive city, have been Mayor Crombie's leading policy priorities for Mississauga. Mayor Crombie has an MBA from York University's Schulich School of Business and earned a Corporate Director's Certificate from the Institute of Corporate Directors at the Rotman School of Management. Bonnie and her husband Brian have three children, Alex, Jonathan and Natasha, and a golden huskie, Adonis.

Joseph Varrasso, BEng, MEng - Associate Dean, School of Applied Computing - Trafalgar Campus, Faculty of Applied Science and Technology

Joe Varrasso is the Associate Dean of Applied Computing for the Trafalgar Campus. He previously served as a Professor in Applied Computing and the Program Coordinator for the Computer Systems Technology - Software Development and Network Engineering program.

Before joining Sheridan, Joe worked in the software development industry for more than 18 years on a wide range of platforms including embedded systems, client-server, Windows desktop, web and mobile. In 1999, at the peak of the "dot-com" boom, Joe started Optimum Software Development and worked as a software development consultant for 11 years. During his industry career he worked with many

local companies including Smiths Detection, MDS Sciex and L-3 Wescam. Joe has worked for start-ups, multinationals and everything in between.

Since joining Sheridan in 2010, Joe has put his energy and passion into many initiatives within the college including introducing MyProgrammingLab into the Java curriculum, launching Capstone-Based Learning in the Systems Analyst (SA) program, developing a new family of Computer Science degree programs, reviewing the "Big 4" Applied Computing diploma programs and launching the Centre for Mobile Innovation. Joe's work with MyProgrammingLab was featured in a Pearson Success Story and he also contributed extensively to the training manuals for MyProgrammingLab.

Joe has a Bachelor's degree and Master's degree in Engineering from McMaster University.

Samuel Dumcum, Program Coordinator, ICUBE UTM

Being a recent University of Toronto Mississauga graduate and selling his digital ticketing start-up company in 2014, Sam is passionate about helping new start-ups develop and succeed at UTM's campus linked accelerator, ICUBE.

Ron Hassanwalia, Chief Operating Officer, SOTI

As Chief Operating Officer of SOTI Inc., Ron Hassanwalia leads the company's global sales, support, and IT organizations with a mandate of scaling operations and expanding global presence. Ron joined SOTI in 2006 and has played a pivotal strategic role in growing SOTI's global footprint through development of a comprehensive and differentiated sales and channel strategy.

Idea Jam

Like every forward-thinking municipality, the City of Mississauga needs to confront the challenges, embrace the opportunities, and capitalize on the assets that will allow us to continually grow. Mississauga provides its residents with great services such as Libraries, Community Centres, Parks, and Transit. This diversity provides our residents with the capacity to interact and engage with each other and the City. With open data there are opportunities to improve and offer City services within the digital space.
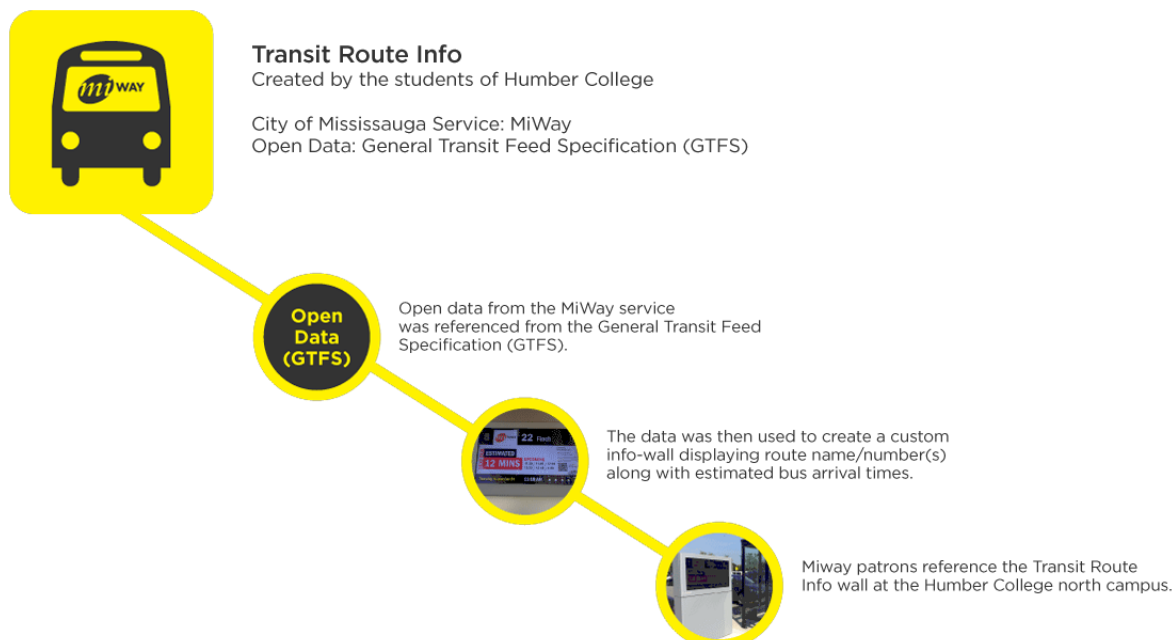
We're looking for great ideas, but more importantly, viable ones designed around civic engagement and social responsibility. Here's the problem set:

How can Mississauga gain greater awareness and engagement with the community in a digital environment?

Deliverables

By the end of the day, we require you to present your concept thoroughly from ideation to execution. You must be able to illustrate your design thinking and explain how your solution addresses the problem set above.

Here is an example which clearly illustrates, on a high-level, the concept and approach of a solution for public Transit scheduling:

Transit Route Info
Created by the students of Humber College

City of Mississauga Service: MiWay
Open Data: General Transit Feed Specification (GTFS)

Open Data (GTFS)

Open data from the MiWay service was referenced from the General Transit Feed Specification (GTFS).

The data was then used to create a custom info-wall displaying route name/number(s) along with estimated bus arrival times.

Miway patrons reference the Transit Route Info wall at the Humber College north campus.

Fully-working prototypes are not mandatory but would be considered a bonus if completed! Use your time and resources wisely!

Additional resources and data

In addition to the City's Open Data Catalog we are able to provide some sample data sets and needs from various City departments. The sample data is in various formats including XLS, Photos, and Documents. Some datasets are from Forestry, Heritage, the Meadowvale Conservation District, MiWay Ridership survey, Public Art, Cultural Spaces, and Celebration Square. We have also included the SDKs for the Estimote Beacons.

http://data.mississauga.ca

http://www.codeandthecity.ca/resources

http://mississauga.box.com/otherresources

Next Steps

Deadline	Activity	Location
Before 5:00 PM	**Book your Speed Pitch appointment!**	Ground floor (Check-in desk)
10:00 AM – 6:00 PM	**Work on your Idea Jam solution**	
6:00 PM – 7:00 PM	**Attend your Speed Pitch appointment!** Please arrive five minutes in advance to prepare. Staff will direct you into your appointment quickly so be ready to present! You've got *3 minutes*! Make it count!	3rd floor

Speed Pitches

You've got 3 minutes to pitch your solution to our judges during the Speed Pitch round at 6 PM! Prepare your pitch and make sure your group utilizes the time efficiently to sell your solution to the judge!

Please arrive 5 minutes early to your scheduled Speed Pitch appointment! Late arrivals will not be accommodated.

If you are late or miss your appointment, you will be disqualified!

The Top 3

The Top 3 solutions will be selected between 7-7:30 pm and announced in the Randy A Pilon & Family room (ground floor) at 7:30 PM sharp! Make sure to head down there and be ready to do your final 10 minute presentation to everyone if you are selected!

Judging Criteria

Your submission will be judged against the following principles. Consider these questions when designing your solution.

Innovation

1. Is the solution novel?
2. Does it solve a problem in a creative or never-seen-before way?

Feasibility / Sustainability

1. Are there barriers to entry?
2. Have the challenges they present been addressed?
3. Is it scalable and self-sustaining?

Impact

1. Does it help people in the community?
2. Does it solve a real problem?
3. Does it impact many people?

Ease of Use

1. Is it simple to use and intuitive?
2. Will the solution appeal to people?

Judge Bios

Donna Heslin, MSc, PMP, Assistant Director, External Relations, University of Toronto Mississauga

Donna Heslin is the Assistant Director for the Institute for Management & Innovation at U of T Mississauga and the administrative lead for ICUBE, UTM's on-campus accelerator. Donna holds a Master's degree in laboratory medicine and pathobiology and is currently enrolled in a PhD program at U of T with a focus on entrepreneurship and innovation.

Brian Pham, PhD - Academic Adviser and Professor, Applied Computing, Faculty of Applied Science and Technology

Brian Pham is a Professor in the School of Applied Computing. Prior to joining Sheridan, he worked as a consultant in the software industry where he learned a thing or two about the art of designing and growing large enterprise software. When not spending time with his students, Brian can be found helping his colleagues and Sheridan associates in various projects, such as updating the School's course curricula and designing a new bachelor's program in Data Analytics. He also conducts and advises graduate research in the School of Computer Science at the University of Guelph, where he works as an Adjunct Professor.

Nigel Roberts, Manager, Digital Services & Mobility, City of Mississauga

Nigel Roberts has over 25 years of IT Private and Public sector experience, with over 7 years at the City of Mississauga and 8 years at the Region of Waterloo. Nigel and his dynamic team of Project Leaders, Developers, System Specialists, and Technicians support the City's internal and external web presence, e-commerce, mobile applications, workforce mobility, Sharepoint collaboration suite, and the audio-visual needs of the City.

One the major projects that Nigel is managing over the next year is redefining the City's web presence through the implementation of a new modern web content management system in conjunction with a new digital strategy and framework/governance developed in partnership with our Communications division. The City's new web presence will focus on providing our citizens/businesses a mobile first experience.

A key role of Nigel's at the City is to promote innovative solutions around workforce mobility and mobile application development as the city modernizes the role of IT and how staff use technology to improve their efficiency and effectiveness in how they work.

Shawn Slack, MBA Director of Information Technology and Chief Information Officer

Please see speaker bio.

Stefano Grossi, Director, Product Development & Architecture, SOTI

Stefano Grossi leads SOTI's software architecture organization and is responsible for the technology, design and implementation of SOTI MobiControl. He joined SOTI in 2013, after 15 years of experience as developer, DBA, architect and executive consultant for innovative technology companies. When not racing his motorcycle, he investigates new technology and explores new ways to design and build software for the best technology company in Canada.

Robert Baird, President and CEO, LOGIX Data Products

With more than 33 years of experience in the Canadian technology industry, Robert oversees all facets of LOGIX including: sales, marketing, service/support, training, research and development, finance and operations. Under Robert's leadership, LOGIX has had continuous success in IT Consultation, Implementation and Management, Digital Communications and Custom Development.

Robert founded LOGIX after serving as President of Single Source Computer Systems.

Under his leadership, he grew the company from a start-up to a multi-million dollar operation, servicing businesses transitioning from main frame and mini computers to the micro-computer market and UNIX platforms.

Before founding Single Source Computer Systems, Robert was an independent consultant. His most notable achievement at this time was the real-time micro-computer developer of the hardware and software (before the existence of IBM's PC) that allowed Pizza Pizza many years of technological advantage through the computerization and automation of their "OneNumber" call centre and order dispatch system. During Robert's 2 year tenure at Pizza Pizza the company's revenue grew from $1.5 million to over $35 million.

Robert is an accredited computer engineer and has certifications from Microsoft, Novell, Cisco, Avaya (Nortel), Veeam, VMware and SCO. Notably Nortel Certified Technology and Support Specialist, Novell CCNA, and SCO MASTER ACE (Unix / Linux). Robert is a skilled programmer in numerous languages and is currently involved in real time systems development.

Robert is also an active participant in the following organizations; Canadian Advanced Technology Alliance (CATA Alliance), iCanada, MBOT ICT, Acetech Ontario (an association for CEOs in IT).

Mentor HQ

3rd Floor (Room A342)

Mentor HQ is where you may seek assistance and feedback on your solution. Contributing mentors may be found within this room between the hours of 1-6 PM and roaming throughout the event. The mentors are a valuable resource so please feel free to consult them on how to refine your ideas!

How to pitch your solution (on-site coaching)

John Wang, BSc, MMSc - Professor, School of Applied Computing, Faculty of Applied Science and Technology

John will be available within Mentor HQ to offer onsite coaching on how to pitch your solution. He will answer questions and provide tips on how to deliver an effective message to Code and the City Idea Jam judges.

John Wang worked in IT and the telecom industry for close to 20 years. He held positions in areas including operations, project management, marketing, sales, and corporate training.
John is a passionate educator with more than 10 years of experience teaching telecommunication and computer courses. His academic interests are: wireless and cellular mobile networking, business communication, and storytelling technique as teaching tool.
John has a master's degree in technology management from the University of Waterloo, and a bachelor's degree in electrical engineering from the University of Toronto.

Open Data Specialists

Both Holly and Claire will be available within Mentor HQ and potentially roaming to serve as Open Data specialists. They will have a research guide with all sorts of publicly accessible information, links, guides, etc. which can function as a starting point for any kind of "reference questions" They will have other materials on-hand too.

Holly Ashbourne, BA, MLIS, Librarian for the Faculty of Applied Science and Technology

Before coming into this position at Sheridan in August, Holly spent five years working as a library technician at the Davis Campus Library. Holly has a BA in English Literature from the University of Waterloo and a Masters of Library and Information Science from the University of Western Ontario.

Claire Wollen, BA, MLS - Librarian for the Pilon School of Business at Sheridan College

Prior to joining Sheridan in 2013, Claire spent more than five years as a business librarian at the Rotman School of Management, University of Toronto. Before returning to the library world in 2008, Claire also worked in management at the Toronto Star for seven years, with responsibility for the editorial newsroom, content licensing, and new product development. Claire has a BA, History, from York University, a Masters of Library Science from the University of Toronto, and post-graduate diploma from the Information Technology Institute (ITI).

Spatial Open Data Standards
Simon Langham, PMP - GIS Project Leader, City of Mississauga

Simon will be available within Mentor HQ to offer onsite assistance on what is available with the spatially enabled Open Data and web mapping.

Simon Langham has worked at the City of Mississauga for 18 years in an IT capacity. He has worked as a GIS Specialist, Technical Specialist and a Project Leader for the asset, work, permit and service request management system. He is currently the GIS Project Leader where he and his team work on maintaining the GIS related infrastructure and web mapping related projects.

Robert Baird, President and CEO, LOGIX Data Products

Please see bio above under Judges.

Bill Tilston, Business Consultant, MBEC

Bio unavailable.

Open Workshops

Time	Open Workshop	Instructor	Room
1:30 PM – 2:00 PM	Building Geospatial apps using the Open Data Portal	Cam Plouffe	A333
1:30 PM – 2:00 PM	The Wonderful World of Websites Part A	Harsh Thakkar Amandeep Patti	A345
1:30 PM – 2:00 PM	Giving data meaning through Storytelling	John Wang	A347
2:00 PM – 2:30 PM	Building Geospatial apps using the Open Data Portal	Cam Plouffe	A333
2:00 PM – 2:30 PM	Develop your own Wordpress website Part B	Harsh Thakkar Amandeep Patti	A345
2:00 PM – 2:30 PM	Web/Mobile Development Internals, An Advanced Introduction Part A	Arnold Rosenbloom	A347
2:30 PM – 3:00 PM	The Wonderful World of Websites Part A	Harsh Thakkar Amandeep Patti	A345
2:30 PM – 3:00 PM	Web/Mobile Development Internals, An Advanced Introduction Part B	Arnold Rosenbloom	A347
3:00 PM – 3:30 PM	ES2015 & ES2016 and more Web Standards	Rami Sayar	A333
3:00 PM – 3:30 PM	Develop your own Wordpress website Part B	Harsh Thakkar Amandeep Patti	A345
3:00 PM – 3:30 PM	Giving Data Meaning through Storytelling	John Wang	A347

Open Workshop Bios

Harsh Thakkar - MCA, MBA, PMP - Professor, Applied Computing, Faculty of Applied Science and Technology

Harsh is a creative IT professional with 16+ years of global experience. At present, he is Professor at Sheridan College & has been teaching web development and related courses there since 2013. As a hobbyist developer, he has also published few mobile apps for smartphones/tablets in the past.

Amandeep Patti, MSc. (IT), MCA - Professor, Applied Computing, Faculty of Applied Science and Technology

Amandeep is currently associated with Sheridan College as Professor, Web Development and has been working as a dedicated academician since 2004. His teaching experience includes teaching primarily .NET technologies, Databases and Web Application Development. As a faculty member with Sheridan College, Amandeep is primarily teaching Software and Web Development courses and helping students during their Capstone projects.

John Wang, BSc, MMSc - Professor, School of Applied Computing, Faculty of Applied Science and Technology

Please see Mentor bio.

Rami Sayar, Technologist and Developer Evangelist, Microsoft Canada

Rami Sayar is a technologist passionate about the intersection of art, design and the web. For the past 5 years, he has been experimenting with the bleeding edge of emerging technologies, determined to find use for them in everyday life. In his current role as a Developer Evangelist for Microsoft Canada in Montreal, Rami covers technical areas such as open source technologies, open data, and cloud computing, as well as growth hacking and marketing. He is a frequent international speaker and has spoken at prestigious conferences such as FITC, ConFoo, DroidCon, CUSEC, KWS and TEDx at HEC Montreal. Rami is prevented from sleeping by his curiosity for experimentation, his insistence on shipping high quality code and helping startups survive the grind

Arnold Rosenbloom, Associate Professor, Mathematical and Computational Sciences, University of Toronto

Arnold Rosenbloom is a Professor of Computer Science at the University of Toronto Mississauga with special interests in Theory, Web Development and Security.

Cam Plouffe, Higher Education Developer/Analyst, Education and Research Esri Canada

Cam Plouffe is a Higher Education Developer/Analyst in the Education and Research group at Esri Canada. He has experience developing Web and Desktop applications using various different Esri technologies including ArcGIS Online, the ArcGIS API for JavaScript, Esri Leaflet, ArcGIS for Server, and the R-ArcGIS Bridge.

Marketplace

The Marketplace is located on the ground floor between the hours of 11:00 AM – 1:00 PM. Come and visit the various booths found within this area represented by ICUBE UTM, Mississauga's Official Open Data Community, MBEC, and Mississauga Open Data!

Presenting Sponsor

SOTI

Event Partners

MISSISSAUGA **Sheridan** **ICUBE UTM**

Supporting Sponsors

CISCO **OnX Enterprise Solutions** **box** **esri Canada**

In-Kind Sponsors

amazon web services **AWAKE CAFFEINATED CHOCOLATE** **MAKE WEB NOT WAR** **Microsoft**