OAKVILLE CHAMBER OF COMMERCE

A ROADMAP FOR A "SMART" OAKVILLE
Transportation Mobility & Digitalization

As our communities become more connected through the collection of data, artificial intelligence and technology, it is vital that we are prepared for the business climate of the future and that we remain competitive with other jurisdictions.

At the **Oakville Chamber of Commerce**, we believe that digitization, investment in technology and transportation mobility is integral to the growth of our economy, liveability and quality of life. That's why we are calling on **Town Council** to demonstrate leadership by making transportation mobility and digitization a Town priority through an Innovation Strategy.

An **Innovation Strategy** lays out a roadmap for how the town will approach digital and technology projects. This may include things like:

• how the town will use technology to support businesses;

• create a customer-centric service model;

• carry out ethical innovation; and

• digitally engage the community.

It also sets out the principles that will guide government's response to emerging transport technologies and business models.

SCAN
* use your camera

Mobility Strategy

Why Innovation in Transportation?

■ The future efficient movement of both people and goods and services will depend on the effective management of a connected infrastructure

■ As the industry evolves and becomes a reality, it will become a competitive economic advantage for communities that embrace it—and a disadvantage for those that don't

■ The new market for automated and connected vehicles is expected to grow exponentially and large economic benefits are expected

■ Other regions are not standing still and are already adopting strategies for automated vehicles and attracting investment in this field

■ Companies could soon be including Autonomous Vehicle, connectivity and technology readiness in their decisions on where to locate a business or expand operations

Digital Strategy

Why technology to improve performance?

■ Digital infrastructure allows us to connect people and places, improve productivity, increase economic growth, create healthy and safer communities through valuable insights gained from data analytics and new technologies

■ This will result in our ability to solve complex problems, improve the sustainability of our Town, build new businesses, create new jobs and create a step-change for competitiveness for our region

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Call To Action

The Oakville Chamber is urging the Town of Oakville to commit to actions that promote the long-term growth of the digital economy and modernize policies to encourage investment and innovation throughout the internet ecosystem.

1. Prioritize the development of a Town Innovation Strategy that incorporates Digital and Mobility Strategies

2. Create a Stakeholder Advisory Committee to establish collaboration between Government and related entities, private sector including automotive and transportation manufacturers, technology and telecommunications and academia to position Oakville as leader of emerging technology, data analysis, and the use of data and technology to improve both the delivery of services/infrastructure and the town's ability to attract investment and leaders

3. Create a Town senior position such as a Chief Digital Officer

4. Explore opportunities with pilot projects and transportation infrastructure technologies

What Oakville Chamber Members Are Saying

57% of respondents believe that Oakville is a forward thinking Municipality.

93% of respondents say that technology has helped make their business more competitive

96% of respondents believe that governments at all levels will need to enhance digital connections amongst business, employees, citizens and government to create an attractive climate for business investment and job creation for economic growth

"The Town of Oakville should be adopting technology and improving efficiencies in all areas"

"Using data to make better government decisions - by linking all available data. Working with local leaders to find better data and to better use it to guide all local decisions. Most of all - utilize the local talent we have to position Oakville to be the global leader it can and should be in the smart city space."

"There needs to be faster uptake on technology such as AI, promoting transit systems that better address the community needs, WiFi zones and hubs, and moving toward technology enhanced transportation such as driverless delivery systems."

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Join today and be a part of our dynamic community.

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