

ITEM 32
MANAGER'S REPORT NO. 47
COUNCIL MEETING 87/07/27

RE: DEMONSTRATION PROJECT WITH DIGITAL EQUIPMENT CORPORATION OF CANADA
AND SYNERCOM TECHNOLOGY INCORPORATED

MUNICIPAL MANAGER'S RECOMMENDTION:

1. THAT the recommendation of the Director Engineering be adopted.

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TO: MUNICIPAL MANAGER 1987 JULY 09

FROM: DIRECTOR ENGINEERING

SUBJECT: DEMONSTRATION PROJECT WITH DIGITAL EQUIPMENT CORPORATION OF CANADA
AND SYNERCOM TECHNOLOGY INCORPORATED

RECOMMENDATION:

THAT the Digital Equipment Corporation of Canada and Synercom Technology Incorporated be provided with copies of this report.

S U M M A R Y

A May 1985 report to Council set out the terms of an agreement reached between the staff on behalf of the Municipality and Digital Equipment Corporation of Canada and Synercom Technology Incorporated to operate a demonstration project during 1986. The purpose of the project was to highlight Burnaby's achievements in integrated information systems, focusing on our state-of-the-art utilization of computerized mapping in the local government sector and by so doing to create a marketing opportunity for the Companies involved. Burnaby offered a first-class presentation facility, demonstrating the system to clients and potential clients of the two Companies, in return for considerations in cash and donated equipment and services. The total out-of-pocket cost for the Municipality to operate the demonstration project was approximately \$294,000; the two Companies involved agreed to provide cash, equipment and services to a total value of \$750,000, for a net benefit to Burnaby of approximately \$456,000. From Burnaby's point of view, the primary benefit was to receive support from the hardware and software vendors for the work being undertaken in Burnaby. The fact that this objective was met is amply evidenced both by the tangible financial legacy and the positive feedback from many who participated. The demonstration project meshed well with the transportation and communication theme of EXPO '86, attendance at which provided the opportunity of a coincident visit to Burnaby.

I. Background

R E P O R T

During the 1980's, a steady stream of government officials, both elected and appointed, were visiting Burnaby to view the work being carried out related to Spatial Data Bases. In order to provide a cohesive effort to this information sharing, staff approached Digital Equipment Corporation and Synercom Technology to cooperate in a computer demonstration project.

The Municipal Manager's Report No. 35, submitted to Council on 1985 May 21, recommended that:

1. the terms of the arrangement for a computer demonstration project between the CORPORATION and DIGITAL EQUIPMENT CORPORATION OF CANADA and SYNERCOM TECHNOLOGY INCORPORATED as described in Report No. 35, be approved.

2. with respect to the demonstration project, authority be granted to the Director Administrative & Community Services to execute the necessary Letters of Intent, and to the Municipal Clerk to execute any agreements arising therefrom, provided that those letters and agreements are in a form satisfactory to the Municipal Solicitor.
3. the staff be authorized to proceed with the establishment of the demonstration facility, including the recruitment of the appropriate temporary staff.
4. an invitation be extended by the Corporation of the District of Burnaby to host the 1986 Conference of the Spatially Oriented Referencing Systems Association (SORSA).
5. the Municipal Manager be authorized to approve conferences costing in excess of \$900 for the purposes of this project only.

Digital Equipment Corporation's contribution was a cash grant of \$300,000 plus the donation of hardware and software to the value of \$300,000. Synercom Technology gave Burnaby the EMIS software package valued at \$45,000 (U.S.), plus a 50% reduction of software maintenance on the Informap II product for a period of 3 years resulting in savings of an additional \$75,000 (U.S.). When translated into Canadian dollars, the value of Synercom Technology's contribution was in the \$150,000 range.

II. Budget and Final Costs

The original preliminary project budget was divided into six parts and the estimated costs associated with each element were as follows;

Renovations and Equipment	\$50,000
Staffing Costs	\$60,000
Printing and Promotional	\$55,000
Conference and Travel	\$40,000
Local Transportation	\$25,000
Fees and Miscellaneous Expense	\$20,000
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	\$250,000

As the project progressed, the preliminary budget required revision (primarily for renovations) as follows:

	Revised Budget	Final Cost
Staffing and Benefits	\$ 43,000	\$ 53,182.92
Uniforms	1,000	674.32
Promotion	31,000	16,960.38
Conferences	30,000	28,797.26
Workshops	6,000	2,881.10
Transportation	7,000	490.05
Renovations	125,000	109,814.77
Equipment	34,000	54,173.19
Miscellaneous Expense	12,000	4,368.02
Consultants	28,000	22,835.95
	<hr/>	<hr/>
	\$317,000	\$294,177.96

III. Staffing

The Project Manager hired a full-time secretary to perform secretarial and clerical tasks associated with the project for a period of fifteen

months. In addition, three bilingual computer science students were hired to act in the capacity of Demonstration Facility Guides from 1986 April 23, until 1986 October 03. Each guide was fully trained in the technical aspects of the project as well as public relations functions of the position. All support personnel performed their duties with enthusiasm and diligence and were a credit to the Municipality in greeting local and international guests.

Members of the Project Team were provided with uniforms which were designed to fit into the overall concept of the project and were highly visible and easily identified by visitors to our facility. Guides were attired in maroon blazers, white shirts/blouses, grey slacks/skirts and complementing tie/scarf accessories.

IV. Promotion

The promotion of the project was divided into a number of parts.

- Direct Mail: Approximately 5,600 letters from the Mayor accompanied by the "Invitation to Information" brochure were sent to elected and senior appointed officials throughout North America and the world.
- DEC Sales Network: 17,000 copies of the brochure were delivered to the Digital Equipment Corporation in Canada and the United States for distribution by DEC Sales Representatives.
- Synercom Sales Network: 5,000 copies of the brochure were distributed by Synercom Accounts representatives internationally from Heerbourg Switzerland, domestically from Toronto, Ontario and Houston, Texas.
- Fulfillment Kit Material: This was supplied by both Digital Equipment and Synercom Technology, and was included in a package provided to each visitor at the conclusion of each presentation.
- Advertisements and Papers: Invitations and articles appeared in society and association newsletters in many parts of the world. Articles were also published about the Burnaby Project and appeared in several industry publications.
- Personal Contacts: Members of staff from the Municipality of Burnaby presented papers at numerous conferences and extended invitations to persons who would be visiting British Columbia during the EXPO '86 timeframe to include Burnaby on their itinerary.

A listing of the distribution of the external brochure entitled "Invitation to Information", is contained in Appendix I.

Publicity

In addition to the information provided in previous reports with respect to the promotional aspects of the project, Burnaby has assisted both Digital Equipment Corporation and Synercom Technology in various promotional activities. Key personnel have been involved in the writing and editing of many articles published in magazines such as DEC Professional and the Like.

1986 May 23 saw the arrival of the DEC Video Team and the cooperation of Burnaby Staff was extended to the fullest. Corporation Management Staff held live on-camera interviews and participated in "mock" interviews in order to assist the team in this endeavour.

The Project Manager has been actively promoting the project at various levels and arranged interviews with media representatives of a wide variety of publications.

V. Conferences and Workshops

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Prior to the 1986 May 02 opening of the project and through to 1987 January, six members of Municipal staff and one consultant presented technical papers at conferences throughout the world relating Burnaby's experience in the use of computers.

A full listing of conferences is shown in Appendix II.

Conference Presentation Summary

No. of Presentations	Presenter	Attendees	
		Domestic	International
55	H. T. Christie	1972	1724
2	V. Wiebe	125	350
7	R. Liley	200	
1	R. Elligott	75	
4	R. MacMillan	250	350
2	J. Fleming	375	
1	M. J. Shelley	100	

Totals

2897

2624

Total Number of persons addressed
 Conferences/Seminars/Conventions

5521

VI. Presentation Room

The fourth floor conference room has been transformed into a multi-purpose, (conference, Board, training, audio-video) Presentation Room.

The room is a permanent legacy of the demonstration project and will be enjoyed by Council, committees of Council, Boards and staff alike, for many years.

VII. Demonstration Project Visitor's List and Letters of Thanks

During the period 1987 May 02 until 1986 October 13, there were 112 working days, and during that time 102 presentations were made to 825 guests from 30 countries including the United States and Canada, who were represented by 26 States and 11 Provinces and Territories, respectively.

Following is a list of participating countries mentioned above:

- | | |
|----------------|---------------------------|
| Australia | Japan |
| Belgium | Korea |
| Cayman Islands | Netherlands |
| Canada | New Zealand |
| Denmark | Norway |
| England, U.K. | Peoples Republic of China |
| Finland | Puerto Rico |
| France | Republic of Ireland |
| Germany | Scotland, U.K. |
| Hong Kong | South Africa |
| Hungary | Sweden |
| Iceland | Switzerland |
| India | Thailand |
| Israel | U.S.A. |
| Jamaica | Zimbabwe |

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Letters of thanks and commendations have been received from many of the visitors to the Burnaby site and most visitors have left with a better understanding of what an integrated (spatial/business) information system can accomplish within local government organizations.

The full visitor's list and letters of thanks are available for perusal in the Engineering Department.

VIII. Conclusion

While it is extremely difficult to quantify the benefits of the Demonstration Project to Synercom Technology and the Digital Equipment Corporation, we are advised that Puerto Rico as well as the cities of Nashville, Tennessee and Indianapolis, Indiana were all influenced in their decision to install the DEC/Synercom solution based on what they witnessed at Burnaby. The City of North Vancouver was also favourably impressed and has installed Digital hardware as their Central Processing Unit to process business applications, and there is a strong possibility that Synercom software will be installed for mapping at North Vancouver at some future date.

Digital Equipment Corporation and Synercom Technology will be reviewing the impact of their participation in this project and any reports which are provided to us will be conveyed to Council for its information.

J. W. C. S.
for DIRECTOR ENGINEERING

HC/EEO:ml
Attach.

cc: Director Administrative and Community Services

APPENDIX I

EXTERNAL BROCHURE

"Invitation to Information"



Total Number of Brochures Distributed	29,320	
DEC/SYN Sales Representatives	22,000	
Other (Burnaby internal - single)	5,600	
(Burnaby internal - bulk conference*)	1,000	
Laser Scan - United Kingdom	50	
Planners Conference	100	
Boise Water & Ada County Presentation	50	
Wichita Kansas Presentation	50	
Intellegent Infrastructure Workshop	50	
Seattle Workshop	50	
N.W. Cartographic Assocation	50	
Cdn. Assoc. of Municipal Administrators	50	
SORSA	50	
Carolinas Invitational Group	15	
Wisconsin Land Records Committee	45	
Korea Cadastral Survey Co.	50	
Institute of Public Administrators Canada	50	
Lower Mainland Data Processing Managers	60	
	29,320	179

APPENDIX II

CONFERENCES AND WORKSHOPS

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H.T. Christie
Project Manager

International

No. of Presentations	Place	Country	No. of Attendees
1	The Hague	The Netherlands	250
1	Einschede	The Netherlands	40
1	Montréau	Switzerland	130
1	Zurich	Switzerland	15
1	St. Gallon	Switzerland	5
1	Cambridge	England	15
1	Reading	England	4
3	Tokyo	Japan	500
4	Hong Kong		120
5	Melbourne	Australia	450

No. of Presentations	Place	Country	No. of Attendees
3	Sydney	Australia	20
1	Bellingen	Australia	40
1	Bellingen	Australia	20
2	Brisbane	Australia	60
2	Brisbane	Australia	60
3	Adelaide	Australia	75

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H.T. Christie - Total Attendees - International 1,724

North America

No. of Presentations	City	State Province	Total Attending
4	Boise	Idaho	98
1	Wichita	Kansas	35
1	Chicago	Illinois	100
3	Indianapolis	Indiana	100
1	Chattanooga	Tennessee	350
1	St. Louis	Missouri	14
1	Denver	Colorado	25
1	Manitowish	Florida	60
3	Raleigh	North Carolina	600
1	Houston	Texas	120
5	San Juan	Puerto Rico	240
1	Edmonton	Alberta	75
1	Vancouver	British Columbia	90
1	Honolulu	Hawaii	25
2	Bellevue/Seattle	Washington	40

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H.T. Christie - Total Attendees - Domestic

1,972

V. Wiebe
Assistant Director Engineering, Design

No. of Presentations	City	State Province/Country	Total Attending
1	Boise	Idaho, U.S.A.	125
1	London	England, U.K.	350
<u>2</u>			

V. Wiebe Totals International 350 Domestic 125

R. Liley
Consultant

No. of Presentations	City	State Province/Country	Total Attending
7		England, U.K. (various locations)	200

R. Liley Total International 200

R. Elligott
Assistant Director Finance - Revenue

No. of Presentations	City	State Province/Country	Total Attending
1	Portland	Oregon	75
R. Elligott Total			75

R. MacMillan
Former Information Services Director

No. of Presentations	City	State Province/Country	Total Attending
1	Adelaide	Australia	350
1	Houston	Texas	100
1	Toronto	Ontario	75
1	Vancouver	British Columbia	75
<u>4</u>			

R. MacMillan Totals International 350 Domestic 250

J. Fleming
Former Director Administrative and Community Services

1	Vancouver	British Columbia	300
1	Toronto	Ontario	75
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2			

J. Fleming Total Domestic 375

M.J. Shelley
Municipal Manager

No. of Presentations	City	State Province/Country	Total Attending
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1	Vancouver	British Columbia	100
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M.J. Shelley Total Domestic 100

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