

April 9, 2018

Mayor Don Darling and Common Council
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Mayor Darling and Members of Common Council

It is my pleasure to support the City of Saint John's application for the Government of Canada's Smart Cities Challenge.

I have been impressed with the level of community engagement conducted to develop the Challenge Statement and the application. I am particularly heartened that the community chose Population Decline with a focus on Newcomer Retention as the focus of the application.

As you know, T4G has long evangelized about the power of data to drive informed decision making and have seen Saint John as a regional concentration point for "Big Data" skills related to Data Science and Data Analytics. T4G believed so much in the future of Big Data and the community that we created and hosted the Big Data Congress conference which, now in its 6th year, was first held in Saint John in 2012 and remains a place where leading thinkers and practitioners gathers once a year to talk all things data.

This project's focus on data collection and the use of that data to drive models that will allow decision makers to measure impact, and drive informed decisions, will be distinguishing factor of this project.

Our community recognizes how important this is for all of us who live or would like to live here. Saint John was the only CMA in the country to lose population in the 2016 census.

We believe that a successful application could mean positive change for our population and could well serve communities across the country facing a similar situation.

Sincerely

Geoff Flood



President

T4G