

SOUTH ISLAND

# PROSPERITY PROJECT

## NEWS RELEASE

March 8, 2019

### **South Island Prosperity Project and City of Montréal to join forces on pan-Canadian smart mobility initiatives**

**Victoria, BC** — The South Island Prosperity Project (SIPP) announced today that it has forged a partnership with the City of Montréal to collaborate and capitalize on their shared approach to enhancing smart mobility in both cities.

Greater Victoria and Montréal are both participating in Canada's Smart Cities Challenge, and both are finalists for their mobility-focused submissions. Greater Victoria is a finalist in the \$10M category and Montréal is a finalist in the \$50M category.

“Over the past six months, SIPP and the City of Montréal have worked together to identify projects and initiatives where future collaboration can lead to benefits for our citizens and all Canadians,” said Emilie de Rosenroll, CEO of SIPP. “Montréal and Greater Victoria are strongly aligned in our shared aspirations to see a mode-shift among citizens toward multimodal transportation.”

“We're excited to partner with another forward-thinking city region that deeply values innovation and looks toward the future with a focus on sustainability and improving quality of life,” said Lisa Helps, Mayor of Victoria. “I think both Greater Victoria and Montréal will benefit greatly from this alliance for years to come.”

“We wanted to create something that would be pan-Canadian, utilizing trends and input from a broad cross-section of the country, including large cities and regions like Greater Victoria that are a blend of rural and urban areas, added de Rosenroll.”

SIPP is developing an assessment tool called the Mobility Wellness Index. It is the world's first index that measures the linkage between human health and how people move around their city. Montréal will contribute to the Mobility Wellness Index through its analytical work on mobility using Artificial Intelligence. The Index will foster knowledge-sharing and will help cities gain insight through national and international comparisons.

“The Smart Cities challenge is a great opportunity to collectively rethink our approach to mobility and better respond to urban challenges and climate change. By collaborating with other municipalities and partners, we are working to make cities more inclusive and open,” said Valérie Plante, Mayor of Montréal.

The Smart Cities Challenge is a pan-Canadian competition open to communities of all sizes, including municipalities, regional governments and Indigenous communities. The Challenge encourages communities to adopt a smart cities approach to improve the lives of their residents through innovation, data and connected technology. The winners will be announced during Spring 2019.

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**ABOUT SOUTH ISLAND PROSPERITY PROJECT**

The South Island Prosperity Project (SIPP) is the economic development organization for Greater Victoria, B.C., comprised of 50 members, including 10 local governments, seven First Nations, three post-secondary institutions, seven industry associations and non-profits, and 23 major employers, all working together to bolster our region's economic and social prosperity. This will happen by catalyzing the creation of high-quality, household-sustaining jobs, so that more families can afford to live, work and build a life here.

SIPP's mission is to facilitate and promote the development of a strong, regionally diversified economy on South Vancouver Island. [www.southislandprosperity.ca](http://www.southislandprosperity.ca).