

Committee: **Cycling Advisory Committee**

Organization/Sector represented: **member-at-large**

Name: **Rose Sirois**

Address:

11-231 Windsor Ave.

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Occupation: **retired**

Work experience: **Thirty-four years with the Government of Canada. Last position I held was Regional Manager, Policy, Analysis & Intelligence, Pacific region, Innovation, Science and Economic Development (ISED) Canada , Vancouver BC.**

Education: **I have a degree in public relations with a minor in journalism.**

Skills: **I do not have specialized knowledge other than what I know as an avid cyclist and firm believer in self-propelled transportation when it is safe and efficient to do so. My skills and abilities lie in my strong track record as a (former) federal public servant trained to serve public officials with professionalism and competence as well as a team leader and manager of a wide range of professionals that have included economists, social scientists, radio inspectors and other communications practitioners.**

Interest reason: **A member of the cycling advisory committee, Bernie McCall, invited me to consider applying based on the fact that I bring experience from being a cyclist in the city of Vancouver for five years, prior to my move to London in June 2017. We met at a recent information session related to London BRT plans where it was evident that cycling could figure more prominently in the BRT design. I made my views known during the Q&A session.**

Contributions: **I have extensive professional experience supporting national, and leading regional, consultation processes whereby the outcomes helped inform and shape public policy to reflect the needs and priorities of stakeholders. This experience combines well with my personal interest to see the community in which I now live further capitalize on its great geography for cycling and natural amenities. The outcomes can include healthier residents and a cleaner environment from lower vehicle emissions.**

Past contributions: **Following are two recent examples of my participation in multi-party advisory committees. I served as the departmental representative on the National Sciences and Engineering Research Council's (NSERC) Pacific Advisory Committee. In this capacity I communicated the positions of ISED Canada related to academic-industry partnerships in research and innovation. With representation from universities, industry, other levels of government and academic research institutions it also served as a valuable source of intelligence on the BC innovation ecosystem. http://www.nserc-crsng.gc.ca/Regional-Regionaux/PacificCommittee-ComitePacifique_eng.asp I was a member of the British Columbia Innovation Council's (BCIC) review panel for their Ignite program. BCIC Ignite provides funding to accelerate commercialization of new technologies and innovations in the natural resources and applied sciences in British Columbia. The BCIC is a crown agency of the Province of British Columbia, and the largest funder of entrepreneurial support programs in the province. https://bcic.ca/programs_initiatives/current/bcic-ignite/ In addition to completing assessments of Ignite proposals, I brought a broad policy view to the discussions which helped my provincial counterparts with decision-making that complemented federal policy and programming initiatives.**

Interpersonal: **One of my past assignments involved the regional roll-out of the Knowledge Infrastructure Program (KIP), a national federal-provincial cost-shared initiative that funded construction and maintenance projects at British Columbia (BC) and Yukon post-secondary institutions. Using my networking and interpersonal communication skills I quickly established effective working relations with BC and Yukon government officials involved in KIP delivery, developed timely monitoring reports and delivered briefings needed for this complex, high-profile federal stimulus program. As the Director of the Pacific Information Highway Applications Branch, I led the establishment of hundreds of public internet access points across BC, Yukon and Alberta in late 90s. This was accomplished through building consensus on common end goals with provincial and territorial counterparts and in turn communicating and directing implementation teams to**

carry out the work within timelines and budget. None of this would be possible without effective, respectful communications; judgement and tact, among other abilities.

Interview interest: **Yes**