

Conference Program

Pragma Council 2022 Annual Spring Conference
St. Paul's Alumni Hall (STP 201) University of Waterloo
Wednesday May 11, 2022

So We've Declared a Climate Emergency...Now what?

MORNING SESSION

9:00 am	Continental Breakfast	
9:30 am	Conference Chairperson's Welcome	Audrey Jacob – Chair, Pragma Council
9:40 am	So We've Declared a Climate Emergency...Now what?	Carrie Mitchell – School of Planning, University of Waterloo
9:55 am	Who's on First? Exploring Jurisdictional Complexities in the Climate Emergency	Clarence Woudsma – School of Planning, University of Waterloo
10:10 am	Discussion	
10:20 am	Municipal Emissions Reduction - The Benefits of Net Zero	Rebecca Saari – Civil and Environmental Engineering, University of Waterloo
10:40 am	Recharge Break	
10:55 am	Missing in action: Canada's adaptation leadership deficit	Jason Thistlethwaite – School of Environment, Enterprise, and Development, University of Waterloo
11:15 am	Cities and Resilience	Dustin Carey – Lead, Land Use Sector Development, Green Municipal Fund at Federation of Canadian Municipalities
11:35 am	Discussion	

THE CONFERENCE LUNCHEON

AFTERNOON SESSION

Municipal Panel: Moderator by Sean Hertel

1:15 pm	TransformWR: Waterloo Region's Transition to an Equitable, Prosperous, Resilient Low Carbon Community	Devon Calder – Plan Manager, ClimateActionWR
	The Low-Carbon Transition Strategy: A community pathway towards net-zero by 2030	Michael Dean – Senior Climate Change & Energy Planner, Town of Halton Hills
	Strategies for Climate Future Cities	Lisa Prime – Chief Planner, City of Cambridge
2:30 pm	Recharge Break	
Developer Panel: Moderated by Audrey Jacob		
2:45 pm	Adapting to the Climate Emergency in the Development Industry: A (Slow) Work In Progress	Jeanhy Shim – President, Housing Lab
	Campsite Rule: Always leave the campsite better than you found it	Doug Tarry – President, Doug Tarry Homes
	Sustainability: A challenge and an opportunity	Geoff McMurdo – Chief Administrative Officer, Activa
3:45 pm	Facilitated Wrap up	Clarence Woudsma – School of Planning, University of Waterloo

EVENING SESSION

4:15 pm Networking Reception

4:45 pm Dinner

KEYNOTE SPEAKER 5:30 pm

Sarah Burch

Canada Research Chair in Sustainability Governance and Innovation,
at the University of Waterloo

Shifting our gaze on climate change - from waiting for innovation to the amplification of solutions that work

Speaker Profiles



Keynote Speaker

Sarah Burch - Dr. Sarah Burch holds a Canada Research Chair in Sustainability Governance and Innovation, and is an Associate Professor in the Department of Geography and Environmental Management, University of Waterloo, Canada. She is the Executive Director of the University of Waterloo's Interdisciplinary Centre on Climate Change, and currently a Lead Author of the Sixth Assessment Report of the Intergovernmental Panel on Climate Change. She is an expert in transformative responses to climate change at the community scale, innovative strategies for making progress on sustainability, and the unique contributions that small businesses can make to this solving this complex challenge. She has published over 50 peer-reviewed journal articles and book chapters, and regularly works with communities on their climate change and sustainability plans. Dr. Burch holds a PhD from the University of British Columbia, and held a postdoctoral fellowship at the University of Oxford. She was elected to the Royal Society of Canada's College of New Scholars in 2017 and was named one of Canada's Top 40 Under 40TM in 2018. Her most recent book is entitled 'Understanding Climate Change: Science, Policy and Practice,' and she has taught the first Massive Open Online Course on climate change, which reached thousands over students in over 130 countries.



Audrey Jacob - Audrey is Chief Operations Director and Chief Diversity Officer at IBI Group. As Chief Operations Director, she is responsible for the firm's global Marketing & Communications, Human Resources and the office leases for IBI's 60+ offices. Prior to joining the C-Suite in 2021, she was Deputy Regional Director for Canada East, with oversight of the Toronto Campus office (700 +/- staff). She concurrently led the firm's Real Estate Economic & Planning practice, specializing in growth management, market analysis, development/financial feasibility, strategic planning, economic impact, and municipal finance. She is the Chair of the Executive Committee of Pragma Council at the University of Waterloo, a forum of business, education and government leaders; a member of the Urban Land Institute (ULI); and a Women's Leadership Initiative (WLI) Champion. In her spare time Audrey loves to travel, cook, hike and spend time with her family.



Carrie Mitchell - Dr. Carrie Mitchell is a specialist in environmental planning in cities. After completing her PhD in geography at the University of Toronto, she worked as a senior program officer at Canada's International Development Research Centre, funding and managing a portfolio of projects on adaptation to climate change in South and Southeast Asia. Dr. Mitchell's current research program focuses on the impacts of climate change adaptation and urban resilience planning in cities. She is an associate professor in the School of Planning at the University of Waterloo.



Clarence Woudsma - Clarence joined the University of Waterloo's School of Planning in 2004 and has been involved with Pragma Council as a member of the executive since 2008. He has broad experience in transportation policy and urban planning issues and has previously published on subjects including deregulation of transportation markets, climate change adaptation and GHG emissions and urban freight impacts. Recent research projects include the platform economy and last mile delivery, e-scooters and new mobility, and autonomous vehicle implications for cities. He has served on a number of advisory committees to government (rail, transit, urban goods movement), is a Past President of the Canadian Transportation Research Forum, and served as Director of the School of Planning for a number of terms.



Sean Hertel - Sean Hertel is a Registered Professional Planner and Executive Committee Co-Chair of Pragma Council. Sean is an Instructor in the School of Planning at the University of Waterloo and has appointments at Toronto Metropolitan University (formerly Ryerson University) and York University. He leads his own small but nimble Toronto-based planning practice specializing in housing and transit policy implementation for a range of public and private sector clients including Metrolinx, York Region, and City of Ottawa. Sean still considers Windsor, Ontario "home" and cheers for the Detroit Tigers.



Rebecca Saari - Prof. Rebecca Saari is an Assistant Professor in Civil and Environmental Engineering. She completed her award-winning Ph.D. at the Massachusetts Institute of Technology after working as a professional air quality engineer and as a government scientist with Environment and Climate Change Canada. Dr. Saari is an internationally recognized expert in quantifying the health and economic impacts of air pollution under climate change. Her world-class research program develops novel, integrated modelling tools to analyze benefits of climate policy. She transfers findings to policymakers including Ontario public health units, Health Canada and the World Health Organization via invited talks. Her analysis of air quality-related impacts of climate policy has been requested by White House staff, cited by the U.S. Environmental Protection Agency (USEPA) administrator in the press, and used to support climate legislation in federal court.



Jason Thistlethwaite - Jason is an Associate Professor in the School of Environment, Enterprise and Development (SEED) at the University of Waterloo, co-lead of the Climate Risk Research Group and Associate Director for Partners for Action (P4A). His current research involves evaluating the effectiveness of Canadian climate risk management policy, designing risk-transfer and management systems, and mapping and measuring climate change risk.



Dustin Carey - Dustin Carey is the Lead, Land Use Sector Development with FCM's Green Municipal Fund. After receiving his Master of Climate Change degree from the University of Waterloo, he applied his understanding of climate science to practical municipal climate solutions. Specializing in climate adaptation, municipal asset management and sustainable land use practices, Dustin works to enable local governments to create low-carbon, resilient communities. He is the author of the Climate-Resilient Asset Management chapter of the United Nations Managing Infrastructure Assets for Sustainable Development Handbook.



Devon Calder - Devon is a climate change mitigation and adaptation project professional and seasoned project manager who has led multidisciplinary teams and stakeholders toward multifaceted climate action project objectives.



Michael Dean - Michael leads the Town of Halton Hills' Low Carbon Transition Strategy. He is involved in integrating climate change mitigation principles in land use planning decisions, developing and implementing a wide range of climate change and energy plans, policies and strategies, including the Town's Corporate Energy Management Program. Michael serves as the Town's "energy champion/subject matter expert" providing advice to Council, Town departments, the public and external agencies. Michael has been working in climate change mitigation at the municipal level for almost a decade and is committed to taking meaningful action at the local level to address the climate emergency. Michael has a Master's in Planning from UofT and a Master's in History from the University of British Columbia



Lisa Prime - Lisa is the Chief Planner at the City of Cambridge in Waterloo Region. A vibrant urban community with an important natural and built heritage setting, Cambridge is part of the Toronto-Waterloo Region Innovation Corridor and is one of the fastest growing and strongest economic areas in Canada. Lisa has worked across both the public and private sector and is the Founder of Prime Strategy & Planning. She is an industry leader in sustainable community development focused on policy and implementation addressing climate change, resiliency, innovation and green buildings. She has also been instrumental in major urban development projects and policy including smart technology standards development. She led a first regional plan for the Winnipeg Metropolitan Region, Province of Manitoba, and has contributed to other major initiatives including the Metrolinx Regional Transportation Plan 2041, tall wood development, geo-exchange development, infrastructure planning of flood protection and sustainable community design for transit-oriented development in Toronto's waterfront including collaboration with C40 Climate + (low carbon below zero) development program.



Jeanhy Shim - Jeanhy is a strategic and creative city building advisor, changemaker and entrepreneur. For the past 29 years, she has been working in the real estate development industry in the Greater Toronto Region, providing a wide range of strategic development advisory services from land acquisition, market feasibility, master-planning, product design and development, to project launch and sales. Currently, Jeanhy is President of Housing Lab Toronto - an independent housing market research firm, and Partner in PMA360 – a full-service development advisory practice. She is also the founder of two new start-up companies tackling the issues of affordable rental housing and climate change: Crosswalk Communities – a not-for-profit development company, and TASHdesign – a net-zero sustainable housing solutions firm. In her community, Jeanhy serves on the Board of Directors at Waterfront Toronto - a tri-governmental agency that is stewarding the transformation of 800 hectares of waterfront lands, and recently co-founded the Urban Land Toronto's Diversity, Equity & Inclusion Committee. Jeanhy has an undergraduate degree from McGill University and a Masters degree from the London School of Economics and Political Science.



Doug Tarry - Doug Tarry, President of Doug Tarry Homes, is a second-generation national award-winning builder, and the first builder to build and label 200+ Net Zero Ready homes in Canada under the CHBA NZ Program. Doug is also the author of the upcoming book "From Bleeding Edge to Leading Edge: A Builders Guide to Net Zero Homes". The book explores the philosophy of building Net Zero Homes, why Net Zero might not be the right goal, "The Four Principals of Modern Design", how customers have changed, and why LifeARK™ will be a part of our future.



Geoff McMurdo - A career sales, marketing, and customer focused professional, Geoff McMurdo enjoys over 25+ years of involvement in the business development field. After graduating from Western University with a degree in economics and a masters degree in business administration, Geoff commenced a technology focused career that has included global giants Sony, BlackBerry, and LG. Geoff also ran a boutique marketing agency with 2 partners, successfully building the brands of multiple clients. Today Geoff leads all of the customer facing and employee experience teams at Activa, Waterloo Region's largest and most successful land developer and builder.