

YOUR FACULTY HEAR FROM EXPERIENCED LEADERS

Paul Jankowski, Commissioner,
Transportation Service,
REGIONAL MUNICIPALITY OF YORK

Jeffrey Casello, Professor,
Transportation Planning and Engineering,
UNIVERSITY OF WATERLOO

Jesse Coleman, Team Lead, Big Data,
CITY OF TORONTO

Joani Gerber, Chief Executive Officer,
**STRATFORD ECONOMIC ENTERPRISE
DEVELOPMENT CORPORATION**

Paul Pentikainen, Senior Policy Planner,
TOWN OF INNISFIL

Brett Chang, Senior Public Policy Associate,
UBER

Bruce Zvaniga, Director,
Transportation and Public Works,
HALIFAX REGIONAL MUNICIPALITY

Ann Cavoukian, Distinguished Expert-in-
Residence, **PRIVACY BY DESIGN CENTRE
OF EXCELLENCE AT RYERSON**

Stephen Erwin, Head,
Intelligent Transportation Systems and
Chair, Innovation Think Tank,
ONTARIO MINISTRY OF TRANSPORTATION

Michael Roschlau, Strategic Advisor in
PUBLIC TRANSIT AND URBAN MOBILITY,
Former CEO, **CANADIAN URBAN TRANSIT
ASSOCIATION**

Joshua Engel-Yan, Director, Research and
Planning Analytics, **METROLINX**

Bern Grush, Co-Founder,
HARMONIZE MOBILITY

Josipa Petronic, Executive Director
and CEO, **CANADIAN URBAN TRANSIT
RESEARCH & INNOVATION CONSORTIUM
(CUTRIC)**

Kurtis McBride, CEO and Co-Founder,
MIOVISION

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Smart Transportation FOR INTELLIGENT CITIES

October 16 – 17, 2018 • Toronto



Keynote Address: Practical Steps for Using Big Data and Technology to Make Truly Smarter Cities

Stephen Buckley, Leader, Northeast Planning, Environment and Traffic Practice WSP; Former General Manager, Transportation, City of Philadelphia; Former General Manager, Transportation, City of Toronto



How and Why Columbus, Ohio Won the First U.S. Smart City Award — Successful Use of Resources to Date

Michael Stevens, Chief Innovation Officer, Smart Columbus Program

Get Key Insight and Advice for Your Strategic Transportation Planning

- ★ Learn how big data and data-driven decision-making help fight gridlock, improve safety, environment, parking, active transportation and public transit
- ★ Get tips on where to begin to develop your big-data strategy and work plan
- ★ Understand the benefits of partnering with the private sector
- ★ Examine intelligent transportation system (ITS) solutions for connected, proximate, mobile or autonomous cars
- ★ Learn how cities are using vehicle-to-vehicle and vehicle-to-infrastructure technology
- ★ Investigate travel options that are an alternative to single-occupant cars
- ★ Get strategies for linking transportation options to provide multi-modal transportation packages to better connect residents and communities
- ★ Examine how cities large and small are implementing active transportation including age-friendly solutions
- ★ Explore what must be done to safeguard citizen privacy and cyber security
- ★ Hear how transportation has been used for inclusivity and as a lifeline for vulnerable populations

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Smart Transportation for Intelligent Cities

October 16 – 17, 2018 • Toronto, Ontario

DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 16, 2018

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

Welcome and Opening Remarks from the Chair

9:15 – 10:15

Keynote Address: Practical Steps for More Liveable Cities of All Sizes

Stephen Buckley, Leader, Northeast Planning, Environment and Traffic Practice WSP

With multiple accomplishments as General Manager of Transportation for the City of Philadelphia and then Toronto, Steve will provide important insights into how to build interest and capacity for using data analytics and technology to make cities smarter and more liveable. Whether you are a large or smaller municipality, this session will help you develop a compelling strategy and game plan to obtain and develop the resources needed to turn big data into useful, actionable information that will guide technological choices.

10:15 – 10:30

Networking Break



10:30 – 11:30

Innovation and Success: Innisfil Transit - Powered by Uber

Paul Pentikainen, MCIP, RPP Senior Policy Planner, Town of Innisfil

Brett Chang, Senior Public Policy Associate, Uber

- Innisfil's story of partnering with Uber to create a demand-based public transportation system
- Exploring alternative transportation solutions
- Data-driven decision making
- Creating of communities
- The new mobility
- Challenges and opportunities for smaller cities

11:30 -12:15

Transportation Demand Management in York Region, A Mixed Urban, Remote and Rural Area

Paul Jankowski, Commissioner, Transportation Service, Regional Municipality of York

- Twenty years of transportation demand management: Why do we have more cars now?
- What does your data show?
- Why can't we all just agree? Or can we?
- Do demographics matter?
- Build it and they will come: What? Who? Where?
- How rapidly will our community needs and desires really change?
- Where do we go from here?

12:15 – 1:15

Luncheon Break

1:15 - 2:00

The Integrated Mobility Plan in Halifax Regional Municipality

Bruce Zvaniga, Director, Transportation and Public Works, Halifax Regional Municipality

From mass transit to bike-share to electric vehicle charging, transportation options can be linked together to provide multi-modal transportation packages to better connect residents and communities. Find out how this city is implementing its long-term vision so that with robust transit and other choices available, urban living can be done without a car.

2:00 – 3:00

Action On Active Transportation: From Policy to Reality

Jeff Casello, Professor of Transportation Planning and Engineering, University of Waterloo

- Use of empirical evidence in developing solutions
- Driving policy with data
- Consulting with the public
- Politics, policies, design and operations
- Retrofitting neighbourhoods for the transition away from cars
- The active transportation network
- Active transportation facilities/network development, design and funding
- Age friendly active transportation planning
- Multi-use pathways
- Segregating cyclists and pedestrians - when, where and why?
- Wheels for refugees program

3:00 – 3:15

Networking Break



3:15 – 4:15

Using Big Data to Your Advantage: Developing a Big Data Strategy and Work Plan for Transportation Services

Jesse Coleman, Team Lead, Big Data, City of Toronto

- Overview of the Big Data Innovation Team at City of Toronto
- New and emerging transportation datasets
- Data collected by City of Toronto
- Measuring the impact and benefits of policies and solutions
- Leveraging big data to improve transportation service delivery
- Products and services to assist in better decision making and investments
- How data improves safety, traffic congestion, efficiency Overcoming barriers to the better use of data

Municipal Officials who will be interested in attending include:

- | | |
|---|---|
| • Directors of Transportation | • Chief Administrative Officers |
| • Senior Intelligent Transportation Systems Engineers | • Municipal Planners in Social Services |
| • Directors and Managers of Research and Planning Analytics | • University Innovation Offices |
| • Directors and Managers of Regional Planning, and Planning Engineers | • Municipal Transportation and Construction Leaders |
| • Director, Business Planning and Technology | • CEOs, CIOs and Senior IT Leaders |
| • Data Analytics and Transportation | • Infrastructure and Construction Experts |
| • Active Transportation | • Broadband and PPP Experts |
| • Supervisors, Traffic Signals | • Corporate Innovation and Smart City Decision-makers |
| • Big Data Teams | • Technology and Related Service Providers |
| • Mayors | • Transport Network Or System Operators |
| • Regional and Municipal Economic Development Officers | • Researchers and Academics |
| • Public Works and Transportation Leaders | • Technology and service firms seeking to bring new solutions to market or broaden their reach and market penetration |
| • Financial Planners | |
| • Municipal Systems Administrators | |

Register Now!

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Smart Transportation for Intelligent Cities

October 16 – 17, 2018 • Toronto, Ontario

DAY TWO PROGRAM AGENDA: WEDNESDAY OCTOBER 17, 2018

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

Opening Remarks from the Chair

9:15 – 10:15

CASE STUDY

Telling the Story: Transforming Data and Evidence into a Compelling Narrative to Support Better Decision Making at Metrolinx

Joshua Engel-Yan, Director of Research and Planning Analytics, Metrolinx

- The Metrolinx business case framework: a consistent and robust evidence-based framework
- Examples of data visualization and storytelling with transportation models
- Mapping project benefits and impacts to explain the value proposition
- Mining new data sources, including PRESTO business intelligence, to better understand and illustrate customer behaviour

10:15 – 11:15

CASE STUDY

How and Why Columbus, Ohio Won the First U.S. Smart City Award - Successful Use of Resources to Date

Michael Stevens, Chief Innovation Officer, Smart Columbus Program

- What Columbus is doing with their grant
- Why they won
- Inclusive mobility: smart transportation systems as lifeline for vulnerable populations
- Responding to the needs of neighbourhoods with a high proportion of cash-based, carless households; unreliable access to employment and health services; lack of access to digital information
- Connecting expectant mothers to improved transportation options in poor neighbourhoods to improve Columbus' infant mortality rate
- Use of connected sensors combined with data analytics and deep learning
- Vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) technology

11:15 – 11:30

Networking Break



11:30 – 12:30

Why We Need to Work Harder on Data Privacy and Cyber Security

Ann Cavoukian, Distinguished Expert-in-Residence, Privacy by Design Centre of Excellence at Ryerson University

Stephen Erwin, Head, Intelligent Transportation Systems, and Chair, Innovation Think Tank, Ontario Ministry of Transportation

Advances in sensor technology, re-identification science, and big data analytics have challenged cities and their partners to construct effective safeguards for the collection, use, sharing, and disposal of personal information.

- How can we assess the risks and opportunities of new technologies and data flows while preserving public trust and individual privacy?
- Emerging frameworks for addressing privacy challenges in open data and new urban instrumentation
- The need to protect everyday safety of network users
- Possibility of an individual sending wrong information to traffic control centre or taking control of steering, acceleration or braking function
- Need to develop data requirement specifications
- Who owns the data?

12:30 – 1:30

Luncheon Break

1:30 – 2:15

Intelligent Transportation System (ITS) Solutions for Connected, Proximate, Mobile, Connected or Autonomous Cars in Stratford

Joani Gerber, Chief Executive Officer, Stratford Economic Enterprise Development Corporation

Kurtis McBride, CEO and Co-Founder, Miovision

- Economic development benefits to the ITS work being done in Stratford
- Connectivity impacts
- Using WiFi to collect data
- Dedicated Short Range Communication (DSRC): Ultra-secure WiFi with 400 metre range — the emerging international standard for connected vehicles
- How connected vehicles approaching an intersections will be in constant communication with each other
- Impact of connected vehicles on urban traffic signals
- Using open-source technology
- The monetization of transportation infrastructure

2:15 – 2:30

Networking Break



2:30 – 3:30

CASE STUDY

Role of Transit in Municipal Transportation: What Does the Future Hold?

Michael Roschlaw, Strategic Advisor, Public Transit and Urban Mobility; Former CEO, Canadian Urban Transit Association (CUTA)

- Why developing public transit is key to shaping a community's future
- Innovative and disruptive solutions to urban mobility
- A vision for the next generation
- What do millennials want? What does the aging population need?
- Important choices municipalities need to make soon

3:30 – 4:30

Automated Vehicles (A/V): The Future Is Now!

Moderator: Bern Grush, Co-Founder, Harmonize Mobility

Stephen Erwin, Head, Intelligent Transportation Systems; and Chair, Innovation Think Tank, Ontario Ministry of Transportation

Jeffrey Casello, Professor of Transportation Planning and Engineering, University of Waterloo

Josipa Petrunic, Executive Director and CEO, Canadian Urban Transit Research & Innovation Consortium (CUTRIC)

- Where are most cities with A/V at this point in time?
- Costs involved in readying your city
- Safety issues
- A/V in the ice and snow?
- Infrastructure requirements
- Test areas
- Need for legislation and regulation relating to A/V
- What should your city or town be doing now?
- Buses, taxis and more

4:30

End of Day Two

Smart Transportation for Intelligent Cities

October 16 – 17, 2018 • Toronto, Ontario

ATTENDEES WILL LEAVE:

- Knowing how other municipalities have effectively used data to fight grid-lock, improve parking, public transit, safety and environment!
- Knowing what technology is out there, who is using what and why
- Understanding how to develop your strategy and work plan for transportation services
- Able to build on the successes of leading municipalities

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. _____ Title _____

Organization _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Telephone () _____ Ext _____ Fax () _____

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LOCATION:

Smart Transportation for Intelligent Cities will be held at a convenient downtown location in Toronto which could include the Novotel Toronto Centre or the Hilton Garden Inn Toronto Downtown. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

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CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than October 2, 2018**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **October 2, 2018**, will not be eligible to receive any credits and are liable for the entire registration fee.

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